✓*Documentation*
✓*User's manual*

Last updated: January 28, 2010

Contents

License
Description or What is Affiliate PRO Script?
Step by step installation
Affiliate PRO terms

Administrator's panel description
- **I Affiliates' profiles**
  - 1.1 Affiliate's manager
  - 1.2 Approve new affiliates
  - 1.3 Pay affiliates
  - 1.4 Affiliates tier tree
- **II Sales Activity**
  - 2.1 Transactions
  - 2.2 Current sales
  - 2.3 Recurring Sales
  - 2.4 Sales Approval
  - 2.5 How to add manual sales?
- **III Statistics**
  - 3.1 Quick statistics
  - 3.2 Traffic
  - 3.3 Payout history
  - 3.4 Affiliate's profit per click
  - 3.5 Affiliate statistics
  - 3.6 Product statistics
  - 3.7 Country statistics
- **IV Product Groups or How to Start?**
  - Adjusting commissions
- **V Banners and Ads**
  - How to create a banner?
- **VI E-mails**
- **VII System setup**
  - 7.1 Site configuration
  - 7.2 Currency configuration
  - 7.3 Payout configuration
  - 7.4 Administrators' profiles manager
  - 7.5 Meta-tags editor
  - 7.6 Backups
- **VIII Translation**
- **IX Help**
  - 9.1 Your shopping cart integration

©2004-2010 Soft Service Ltd. All rights Reserved

9.2 Tickets

X Customization

10.1 Page editor
10.2 F.A.Q. editor
10.3 Styles
How to change logo?

Affiliate's panel description

I Home Page

1.1 Welcome page
1.2 News for affiliates
1.3 Products available
1.4 Support

II Your Activity

2.1 Quick statistics
2.3 Traffic
2.4 Payout history

III Banner linking code

IV Your Details

4.1 My profile
4.2 Change password
4.3 Affiliate's tier tree

ANY UPDATES?

TECH SUPPORT

F.A.Q. is available

http://www.softservice.org/support/viewtopic.php?f=6&t=350&start=0

©2004-2010 Soft Service Ltd. All rights Reserved

License

Software: Affiliate PRO Script Copyright 2004. Tickets
All Rights Reserved.
Affiliate PRO license agreement. Important. READ CAREFULLY

I. This End User License Agreement ("Software License Agreement") is a legal document between you and Soft Service Ltd ("SoftService") software product identified above, which includes SERVER software and may include associated media, and "online" or electronic documentation ("SOFTWARE PRODUCT"). It is important for you to read this document before using the SoftService-provided Affiliate PRO script ("Software") and any accompanying documentation, including printed materials, 'online', or electronic documentation ("Documentation") without any limitation. By installing, or using the Software otherwise, you agree to be bound by the terms of this Software License Agreement including the warranty disclaimers, limitation of liability and termination provisions below without any limitation. If you do not agree, you are not licensed to use the Software, and you must delete any downloaded copies of the Software in your possession or control.

II. SOFTWARE PRODUCT LICENSE: The SOFTWARE PRODUCT is protected by copyright laws and international copyright treaties, as well as other intellectual property laws and treaties. The SOFTWARE PRODUCT is licensed, not sold.

III. GRANT OF LICENSE: This Software License Agreement grants you the following rights:

(a) Applications Software. You may install, use, access, display, run, or otherwise interact with ("RUN") one copy of the SOFTWARE PRODUCT, on a single server("SERVER").

(b) You must acquire and dedicate a license for each separate SERVER on which the SOFTWARE PRODUCT is RUN from the storage device. A license for the SOFTWARE PRODUCT may not be shared or used concurrently on different
SERVERS.

(c) Rights Reservation. All rights not expressly granted are reserved by SoftService.

(d) Limitations on Reverse Engineering, De-compilation, and Disassembly. You may add extra code, change existing code of the SOFTWARE but if you do this, SoftService do not offer any support for the script in case of bugs/problems.

(e) Trademarks. This Software License Agreement does not grant you any rights in connection with any trademarks or service marks of SoftService.

(f) Rental. You may not rent, lease, or lend the SOFTWARE PRODUCT.

(g) Support. One time installation, one time configuration, one time integration with e-commerce, email technical support during normal business hours.

(h) Termination. Without prejudice to any other rights, SoftService. May terminate this Software License Agreement if you fail to comply with the terms and conditions of this Software License Agreement. In such event, you must destroy all copies of the SOFTWARE PRODUCT and all of its component parts. COPYRIGHT. All title and copyrights in and to the SOFTWARE PRODUCT (including but not limited to any images, photographs, animations, video, audio, music, text, and "applets" incorporated into the SOFTWARE PRODUCT), the accompanying printed materials, and any copies of the SOFTWARE PRODUCT are owned by SoftService or its suppliers. All title and intellectual property rights in and to the content that may be accessed through use of the SOFTWARE PRODUCT is the property of the respective content owner and may be protected by applicable copyright or other intellectual property laws and treaties. This Software License Agreement grants you no rights to use such content. If this SOFTWARE PRODUCT contains documentation that is provided only in electronic form, you may print one copy of such electronic documentation. You may not copy the printed materials accompanying the SOFTWARE PRODUCT.

BACKUP COPIES: After installation of one copy of the SOFTWARE PRODUCT pursuant to this Software License Agreement, you may make one copy of the SOFTWARE PRODUCT solely for backup or

©2004-2010 Soft Service Ltd. All rights Reserved

archival purposes. Except as expressly provided in this Software License Agreement, you may not otherwise make copies of the SOFTWARE PRODUCT or the printed materials accompanying the SOFTWARE PRODUCT.

U.S. GOVERNMENT RESTRICTED RIGHTS: All SOFTWARE PRODUCT provided to the U.S. Government pursuant to solicitations issued on or after December 1, 1995 is provided with the commercial rights and restrictions described elsewhere
herein. All SOFTWARE PRODUCT provided to the U.S. Government pursuant to solicitations issued prior to December 1, 1995 is provided with RESTRICTED RIGHTS as provided for in FAR, 48 CFR 52.227-14 (JUNE 1987) or FAR, 48 CFR252.227-7013 (OCT 1988), as applicable.

LIMITED WARRANTY FOR SOFTWARE PRODUCTS ACQUIRED IN THE U.S. AND CANADA:

SoftService warrants that (a) SoftService's support engineers will make commercially reasonable efforts to solve any problem issues. Some states and jurisdictions do not allow limitations on duration of an implied warranty, so the above limitation may not apply to you.

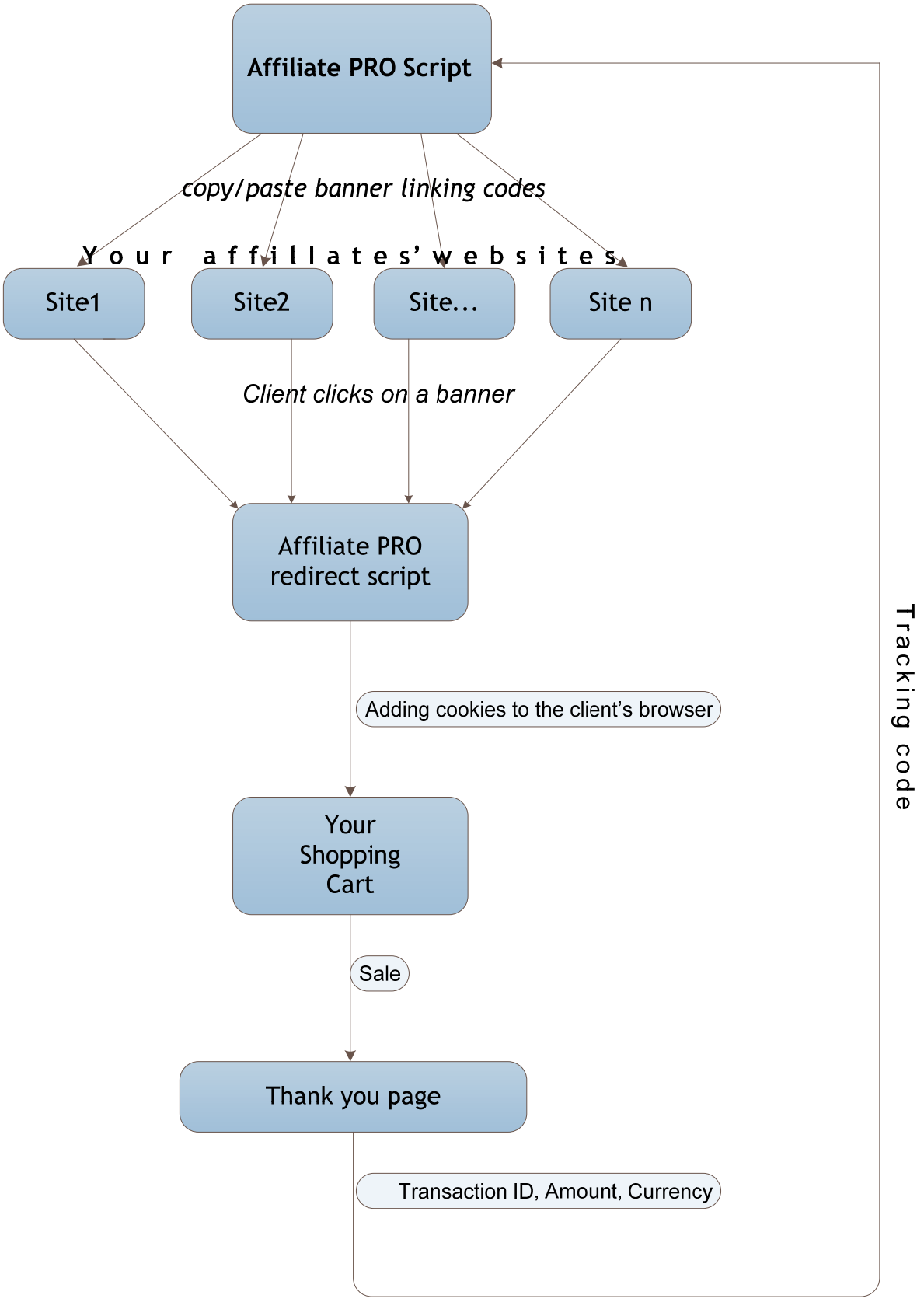
CUSTOMER REMEDIES: This Limited Warranty is void if failure of the SOFTWARE PRODUCT has resulted from accident, abuse, or misapplication.

NO OTHER WARRANTIES. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, SoftService AND ITS SUPPLIERS DISCLAIM ALL OTHER WARRANTIES AND CONDITIONS, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT, WITH REGARD TO THE SOFTWARE PRODUCT, AND THE PROVISION OF OR FAILURE TO PROVIDE SUPPORT SERVICES. THIS LIMITED WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS. YOU MAY HAVE OTHERS, WHICH VARY FROM STATE/JURISDICTION TO STATE/JURISDICTION.

LIMITATION OF LIABILITY: To the maximum extent permitted by applicable law, in no event shall SoftService or its suppliers be liable for any special, incidental, indirect, or consequential damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or any other pecuniary loss) arising out of the use of or inability to use the SOFTWARE PRODUCT or the provision of or failure to provide Support Services, even if SoftService has been advised of the possibility of such damages. If you have entered into a SoftService Support Services Agreement, SoftService's entire liability regarding Support Services shall be governed by the terms of that agreement. Because some states and jurisdictions do not allow the exclusion or limitation of liability, the above limitation may not apply to you.

©2004-2010 Soft Service Ltd. All rights Reserved

Description or what is Affiliate PRO Script?



©2004-2010 Soft Service Ltd. All rights Reserved

You create product groups and set up the commissions for the 5 level of affiliates. See page 26

Then you create banners for the product groups. See page 28

Your affiliates register in your system and take banner linking code, then they paste it to their sites. See page 41

When a client clicks on one of these banners, he gets to your website and makes a transaction (sale, recurring sale, or you pay per click)

When a client does a successful buying, he is redirected to your website ThankYou Page where transaction ID, amount, currency etc is mentioned.

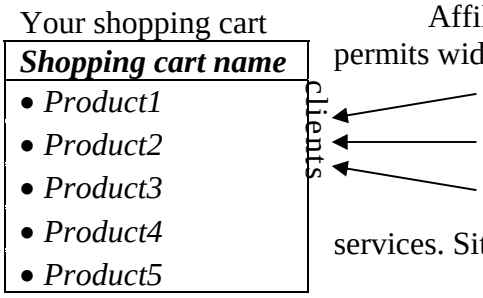
The affiliate script tracks the transaction and gives the necessary commissions top your affiliates.

http://www.affiliateproscript.com/doc/

©2004-2010 Soft Service Ltd. All rights Reserved

Affiliate PRO Script is an auxiliary resource for your site which helps you widening your client list without exerting any efforts.

Nowadays, advertising which is the engine of the trade became expensive, that's why each shopping cart's owner can not afford as much as needed.



Affiliate PRO Script is the newest service of the modern market which permits widening the clients' list by one-click of your mouse!

Now you can look through how Affiliate PRO Script works.

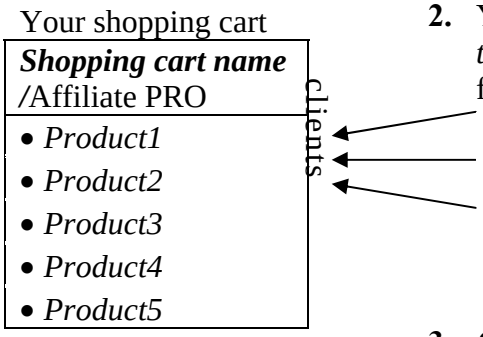
Firstly, let's take an example. For instance we have an e-shop named W. On the web pages of this shop there are 100 goods and services. Site is being visited by 1000 people daily.

Buying Affiliate PRO Script, you install it to your cybermall. After doing that, you attract the attention of the affiliates to the site (spa

m, forums, advertising etc.), where they register and… begin widening your clients' list!

Four simple steps of "how does it happen?"

1. An affiliate registers on the site;

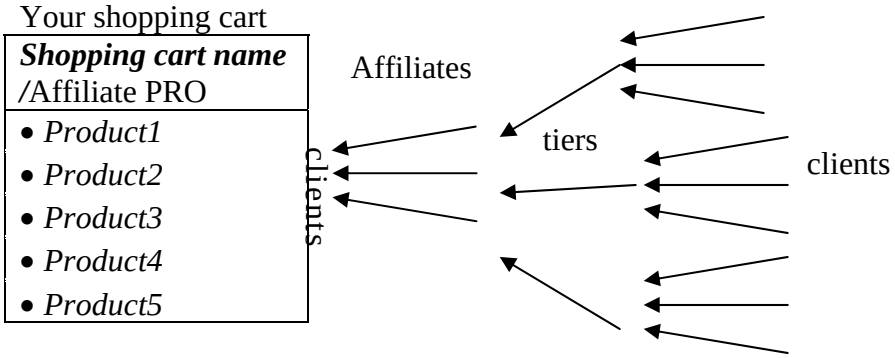


2. You set up the commission that you are going to give the affiliate for *One time sales*, mention *the One time percentage* and you also pay him or her for:

Affiliates

- Clicks
- Sales
- One time payments/ percentage
- The affiliate makes a banner on his own site and the banner becomes an advertisement for your shopping cart.

3. Clients visit your site through the link on your affiliate's site. Against the quantity of the affiliates, your client's base widens and you are giving the mentioned percent to your affiliates. Eventually everyone is happy!



You are setting the percentage and the level of the affiliates by yourself.

If you still have problems or questions that were unsolved and unanswered in this guide, feel free to write us at: support@affiliateproscript.com

©2004-2010 Soft Service Ltd. All rights Reserved

Step-by-step installation

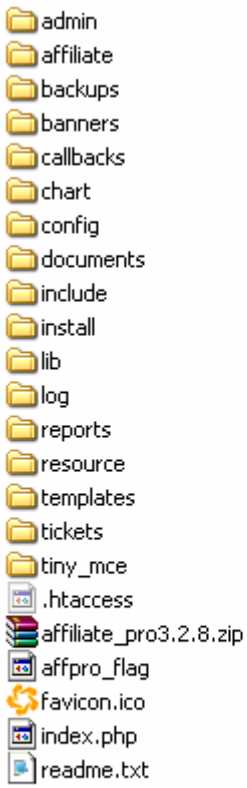
After buying Affiliate PRO Script you get the archive like affiliate_proX.X.X.zip (where X.X.X is the version number). Example: affiliate_pro3.2.8.zip

System Requirements

- **Linux or Windows server.**
- **Web Server running PHP 4.3.x or 5.x.**
- **MySQL database 3.x, 4.x or 5.x (recommended 4.1.x or later version)**

For using Affiliate PRO Script do the following:

- Check if your MySQL account information granted access to create database. Installation wizard will check database name specified in parameters and if such database not exist in MySQL it will try to create it. If your MySQL account doesn't have necessary privileges to create database then just create it yourself using control panel or shell access and specify in parameters to installation wizard.
- Unzip and Upload all files of this archive into your website using FTP or other methods
- Go to web folder of your affiliate program with web browser. It will automatically start installation wizard and guide through affiliate program setup process.



This archive must be unpacked to the local directory on your local PC. Everything that was unpacked must be copied to your server to the installation folder:

Usually FTP (file transfer protocol) is used or some other ftp client (like SmartFTP Client).

©2004-2010 Soft Service Ltd. All rights Reserved

After doing that, you should go to this folder through http:// (using your browser). Example: http://your_server_addr.com/affiliatepro/ (if the folder for installation on the server was affiliatepro).

The Script will automatically open the installation page: Example:_addr.com/affiliatepro/install/install.php" http://your_server_addr.com/affiliatepro/install/install.php

Here you should fill in your MySql data.

Set write permissions using your ftp program (chmod –R 777) to the folders indicated.

After you gave permission, ***correctly*** filled in MySql data (**NOTE: Database must be done in the UTF-8 code for the correct work multilanguage support**).

Then you should push *Next.*

After pushing the button *Next* you will see the window as it is shown below

©2004-2010 Soft Service Ltd. All rights Reserved

Here you should fill in all the fields and push the button *Next Step*.

In this page you may change the currency and add the languages you need. As it is show in the next picture.

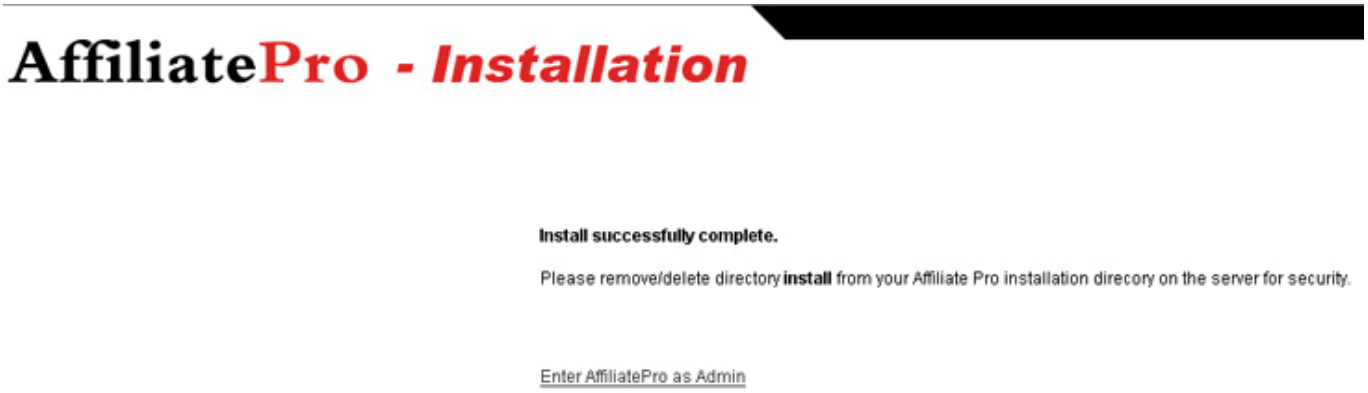
©2004-2010 Soft Service Ltd. All rights Reserved

NOTE: Installing languages can take some time. Please wait after clicking on *FINISH* button

After the languages are installed you will see the window below

Click on the Enter Affiliate Pro as Admin

You will see next page. Before looking at the page you should check your mailbox where you will get your customer ID which you should fill in like it is shown on the picture below:



©2004-2010 Soft Service Ltd. All rights Reserved

After doing this you will be redirected to the main page where you should fill in your username and your password.

Remember if you lost you password you can restore it by entering your admin username to the field and then pushing *Send password.*

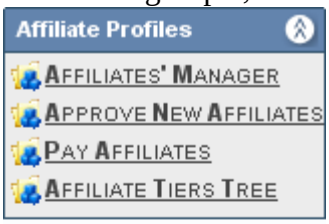
After pushing the button *Login as Admin* you will be redirected to the main page.

©2004-2010 Soft Service Ltd. All rights Reserved

Administrator's panel description

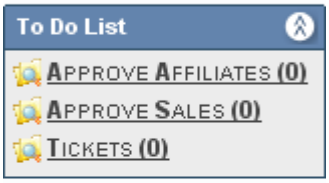
In this page you can see the logotype Affiliate PRO Script which can be replaced by yours and the language panel where you may choose the language you need. On this panel you may see 17 languages, which are the most popular in the world. They are: English, German, French, Spanish, Italian, Portuguese, Dutch, Japanese, Korean, Chinese, Russian, Romanian, Greek, Turkish, Thai, Hebrew and Arabic).

Then you may see the main inlays on the webpage: Affiliates profiles, «Sales Activity', 'Statistics', 'Products' groups', 'Banners and Ads', 'E-mails', 'System Setup', 'Translation', 'Help', 'Customization'.

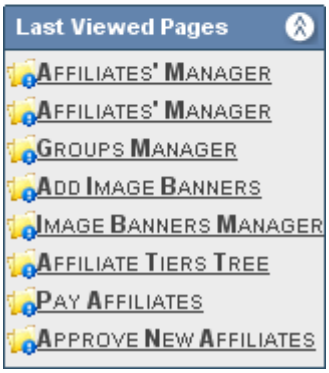


In the left you can see the additional links; 'To Do List', and 'Last Viewed Pages'.

The middle of the start page looks like a welcome menu. However in further usage it will start from the page 'Affiliate profiles' where you will see the table with your webmasters' data.



You can print the page or export the data to CSV.



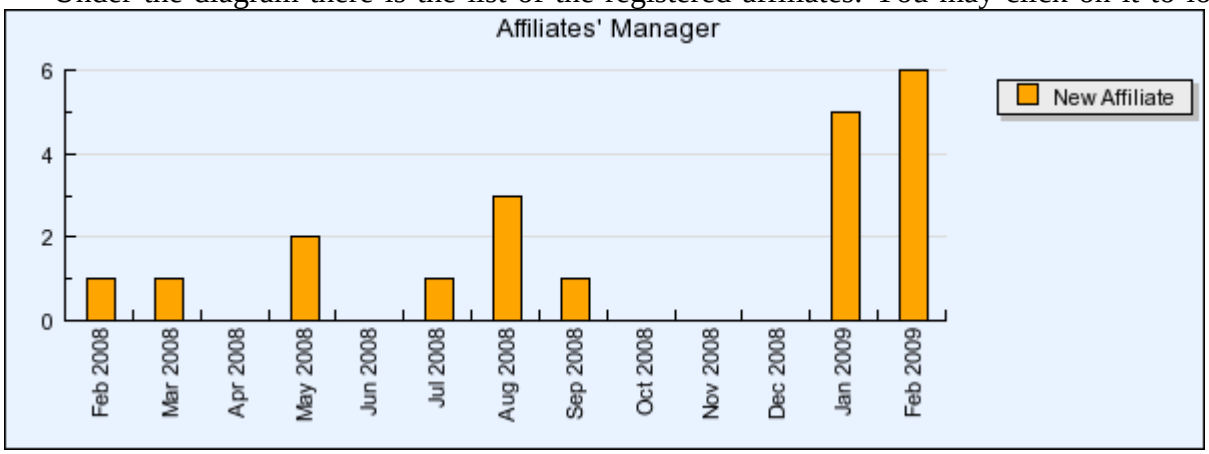
©2004-2010 Soft Service Ltd. All rights Reserved

Now let's see each inlay in details.

I Affiliate profiles

1.1 Affiliates' Manager shows the diagram of the affiliates' activity.

Under the diagram there is the list of the registered affiliates. You may click on it to look through,



edit or delete the profile.

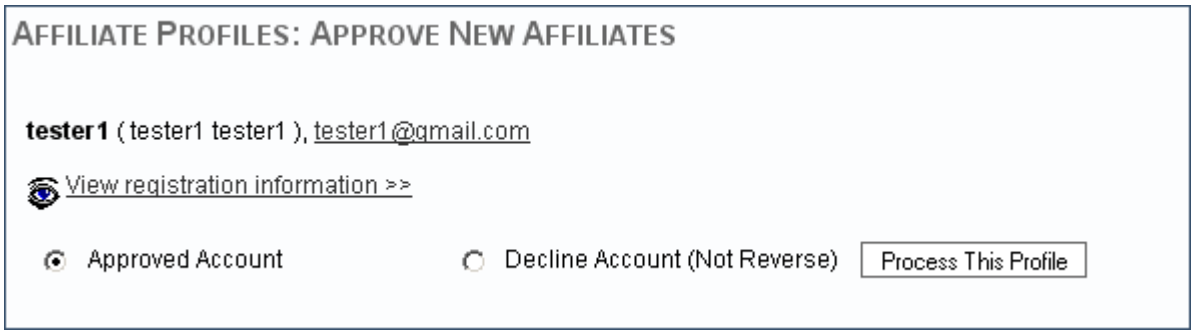
Moreover you may see the Excel button and if you click on in you will get the export to CSV. If you

Username	Email	Sitename	Edit	Delete
bill	editor@publishinter.net	http://rejuvtenol.com		
bronz	kubrick72@gmail.com	http://www.hizlial.com		
danutzu87	danutzu87@gmail.com	http://www.realmoneyonline.ws		
denorris	denisenorris@catskill.net	http://		
hawk	hawkeye_hippie@yahoo.com	http://rejuvtenol.com		
netforce	netforce_ph@hotmail.com	http://www.enladisco.com		
test	test@test.com	http://test.com		
test10	test10@demo.org	http://affiliateproscript.com		
test11	test11@demo.org	http://affiliateproscript.com		
test12	test12@demo.org	http://affiliateproscript.com		
test123	jarryfly@gmail.com	http://www.actfind.com		
test13	test13@demo.org	http://affiliateproscript.com		
test14	test14@demo.org	http://affiliateproscript.com		
test15	test15@demo.org	http://affiliateproscript.com		

click on the Print button, you'll have it printed.

©2004-2010 Soft Service Ltd. All rights Reserved

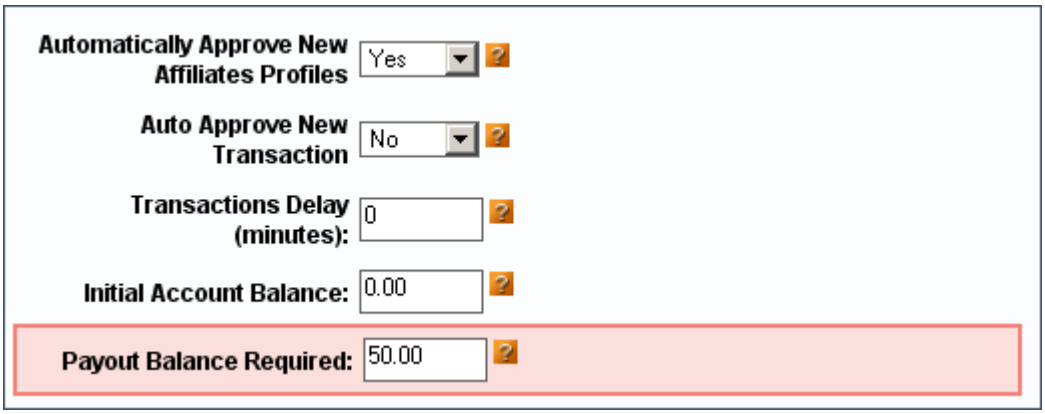
1.2 The approval of the new affiliates may be auto or manual. (See it in the VII System Setup). If it is manual, you'll get the same message each time a webmaster registers.



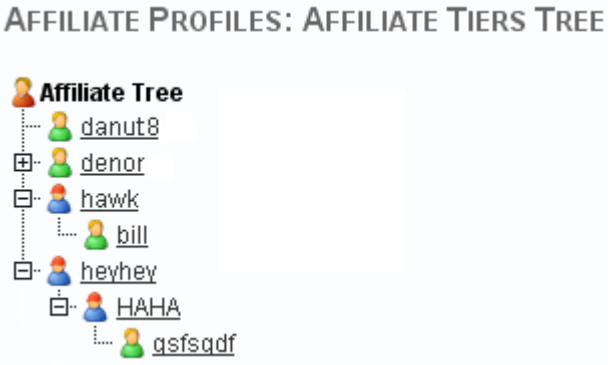
1.3 In the inlay *Pay affiliates* you can set up the minimum sum to avoid the overhead charges. When you have affiliates need to be paid you will get the table with the affiliates IDs in there.

Pushing the button *Change*, the system sends you to the System Setup where the necessary field is in the red square. Then you need to push the *Update Configuration.*

Remember, that the script itself does not pay anyone. You do it yourself and this feature helps you optimizing the process.



1.4 Affiliate tiers tree shows how many partners did each affiliate brought to the site. Each affiliate gets percentage from each partner he or she brings.



Affiliate tier trees are unlimited. In the *system config* you can adjust the depth commissions.

The max depth of affiliates' tiers' commissions is 9 but the depth itself is unlimited. It means the following: If an affiliate registers and he is called A. A invites B, B invites C, C invites E and E invites F. Then if you set there '2' the order will be the following: when F gets $10, E will get 10% from $10 and C will get 10% from 1$ (because E got $1=10% from $10) and no one else gets the commission. However if you set '9' then B and A will also get their commission which will be extremely small.

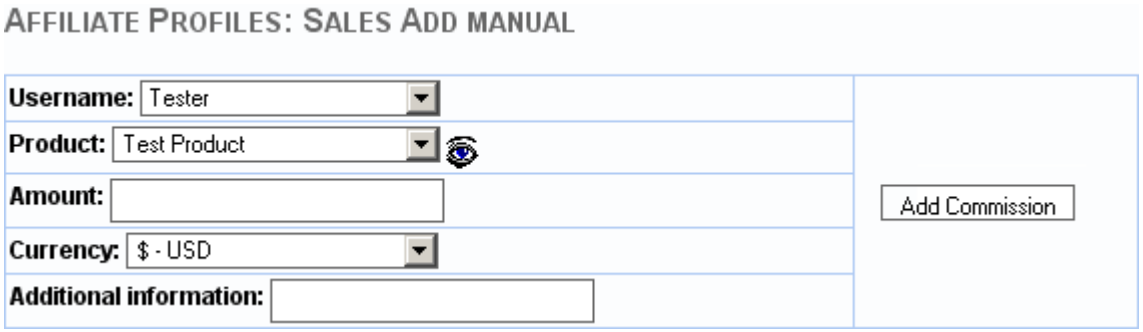
Besides, if clicking on the name of the tier affiliate, you can look through his or her profile.

©2004-2010 Soft Service Ltd. All rights Reserved

1.5 Adding manual sales

If you would like to add sales manually, go to the *Affiliate Profiles.* Then to *Affiliate Manager* and you will see there the diagram and the table. In the table click on the name of an affiliate and you will see the affiliate's profile and inn the right corner of the frame displayed you will see little icons of a **green plus**, a pencil and a printer.

If you click on the image of the green plus you will see the following picture:



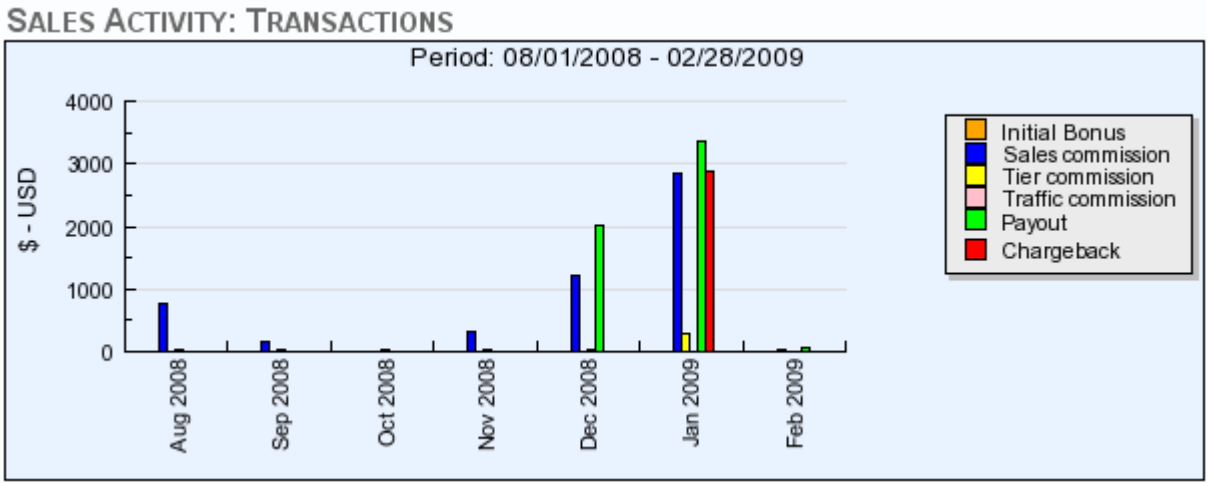
After setting the parameters you need, don't forget to push **Add commission** button.

©2004-2010 Soft Service Ltd. All rights Reserved

II Sales activity

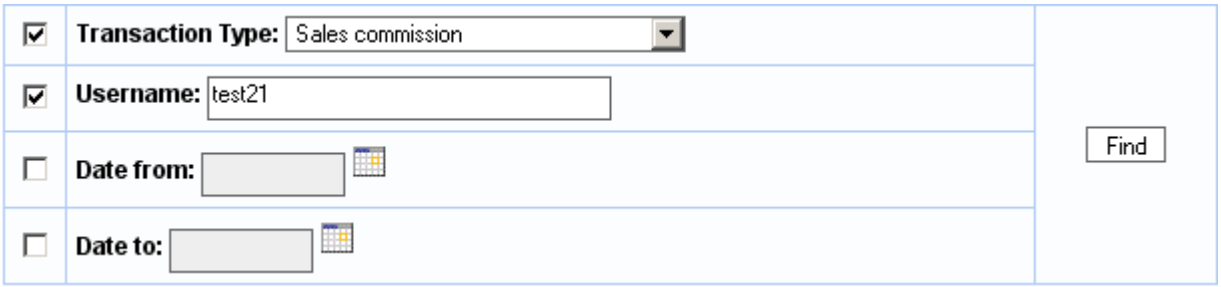
2.1 Transactions

Here the diagram of transaction presented. You may see al the types of transactions in different colors: **initial bonus**, **sales commission**, **tier commission**, **traffic commission**, **payout** and **chargeback**.



Below the diagram there is fields which can help you searching through the list of your affiliates.

You can search by transaction type, username and by date. Do not forget to mark the checkboxes or the search will not be held correctly.



Also there is a table with all the data of your affiliates.

ID	Transaction Type	Amount	Date	Time	Username	Approved	Chargeback	Delete
1146533086	Sales commission	EUR5.00	08/02/2008	20:05	test21	Yes	Yes	✘
1279041892	Sales commission	6.75	11/19/2008	17:31	test21	Yes		✘
1728800727	Sales commission	10.50p.	11/16/2008	04:18	test21	Yes		✘
1712791755	Sales commission	12.25	11/09/2008	20:04	test21	Yes		✘

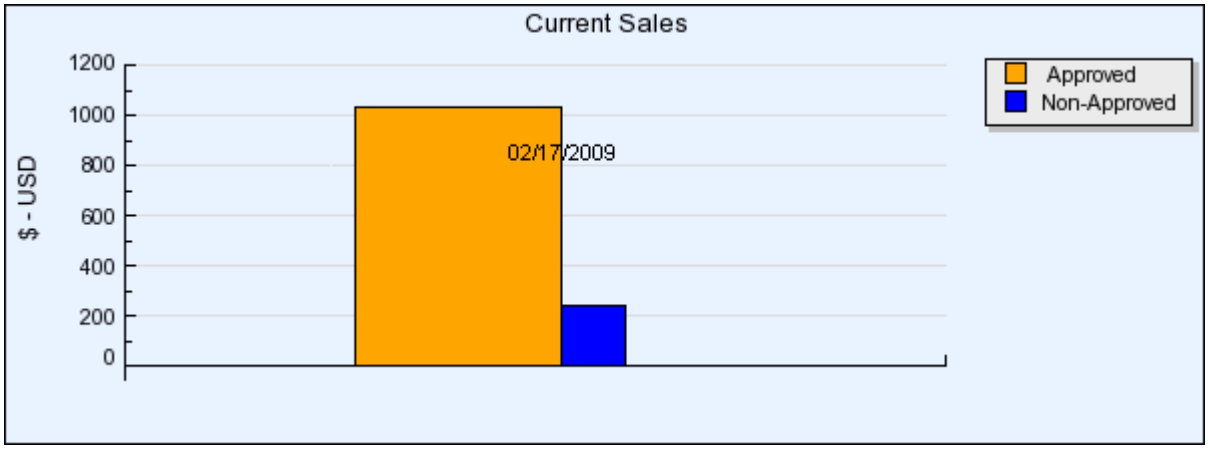
ID	transaction identification is a link on which you may click and see the detailed information of the transaction. It can be either generated automatically or set up manually in the tracking code
Transaction Type	shows the type of the transaction. (initial bonus, sales commission, recurring sales, tier commission, traffic commission, chargeback and payout)
Amount	shows the sum of the earned money during the transaction
Date	is a transaction date
Time	is transaction time

©2004-2010 Soft Service Ltd. All rights Reserved

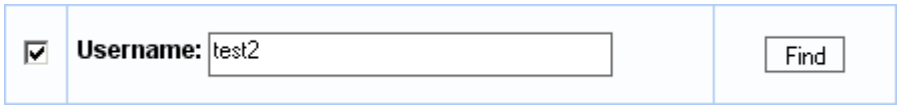
Username	is name of the affiliate
Approved	indicates whether the transaction is approved or not
Chargeback	allows reversing the transaction. Clicking on it, the other transaction will be created with the negative sum
Delete	means erasing the transaction from the database

2.2 Current sales

In this page you may see the whole amount of money every affiliate earned.



The first is the diagram, then the field to search by name and the table.



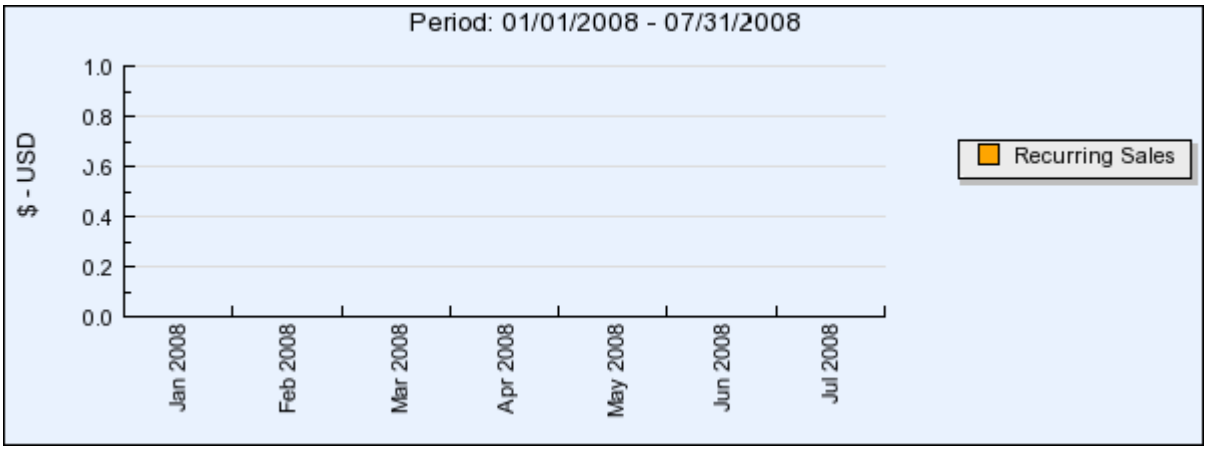
Username	Approved	Non-Approved	Total
test2	0.00 0.00p. $29.76	0.00 0.00p. $0.00	**0.00** **0.00p.** **$29.76**
test20	0.00 0.00p. $27.66	0.00 0.00p. $0.00	**0.00** **0.00p.** **$27.66**
test21	0.00 0.00p. $34.95 EUR0.00	0.00 0.00p. $0.00 EUR0.00	**0.00** **0.00p.** **$34.95** **EUR0.00**

Username	is a username of the affiliate
Approved	indicates which transaction were approved
Non-approved	indicates which transactions were not approved
Total	shows the whole number of the transactions the affiliate did

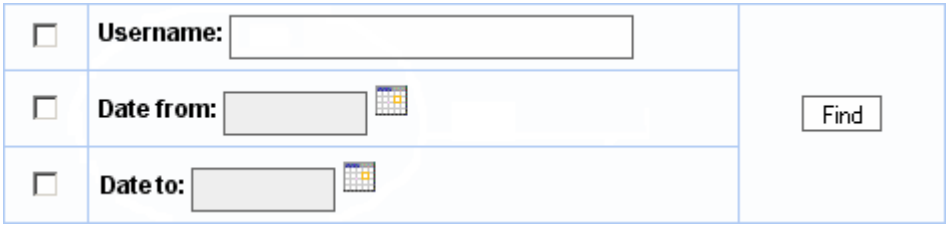
©2004-2010 Soft Service Ltd. All rights Reserved

2.3 Recurring sales

There is the diagram of recurring sales.



Also the search field is presented which includes searching by username and date. Don't forget to



mark the checkboxes or the search will not be provided.

You may also print the information or export in to CSV.

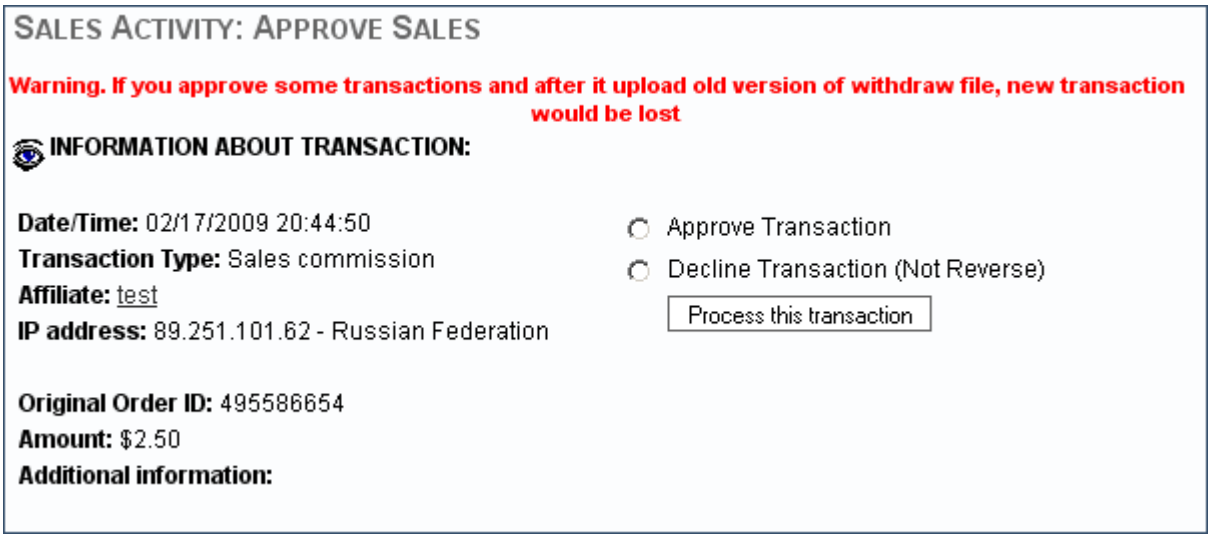
ID	Transaction Type	Amount	Date	Time	Username	Approved	Chargeback	Delete
2975153811	Sales commission	$2.50	12/04/2007	22:05	test	Yes		
1439827682	Sales commission	$10.00	12/04/2007	22:01	test	Yes		
2096264169	Sales commission	$12.50	12/04/2007	21:58	test	Yes		
1867682748	Sales commission	$5.00	12/04/2007	21:58	test	Yes		
5299432029	Sales commission	10.00€	07/06/2007	05:37	test	Yes		
8570418055	Sales commission	$9.25	05/27/2007	11:50	test	Yes		

ID	transaction identification is a link on which you may click and see the detailed information of the transaction. It can be either generated automatically or set up manually in the tracking code
Transaction Type	shows the type of the transaction. Here it is *recurring sales* only
Amount	shows the sum of the earned money during the transaction
Date	is a transaction date
Time	is transaction time
Username	is name of the affiliate
Approved	indicates whether the transaction is approved or not
Chargeback	allows reversing the transaction. Clicking on it, the other transaction will be created with the negative sum
Delete	means erasing the transaction from the database

©2004-2010 Soft Service Ltd. All rights Reserved

2.4 Sales Approval

Here you have an opportunity to approve the sales. You may also decline it.
Auto approval can be adjusted in the System Setup.



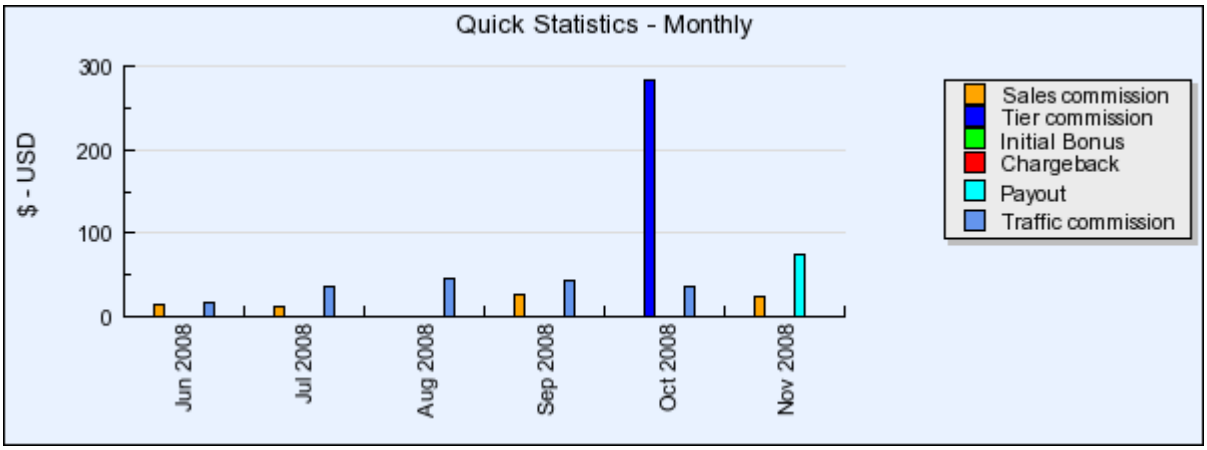
Do not forget to push *Process this transaction* button.

©2004-2010 Soft Service Ltd. All rights Reserved

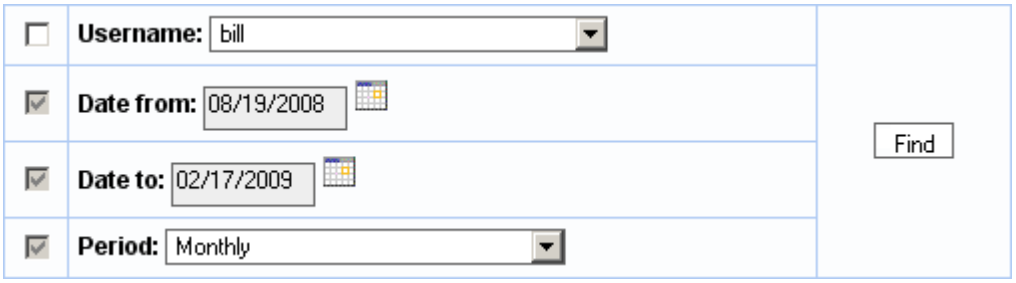
III Statistics

3.1 Quick statistics

In this page you may see the quick statistics diagram. The bars of the diagram will be of different colors*: Sales Commission* will be shown in **yellow**, *Tier commission* in **dark-blue**, *Initial bonus* in **green**, *Charge back* in **red**, *Payout* in **light blue** and *Traffic commission* in **medium blue**.



In the search field be sure the checkboxes are turned on or you will not get the information you need. Besides, the calendars images near help you to set the needed date.



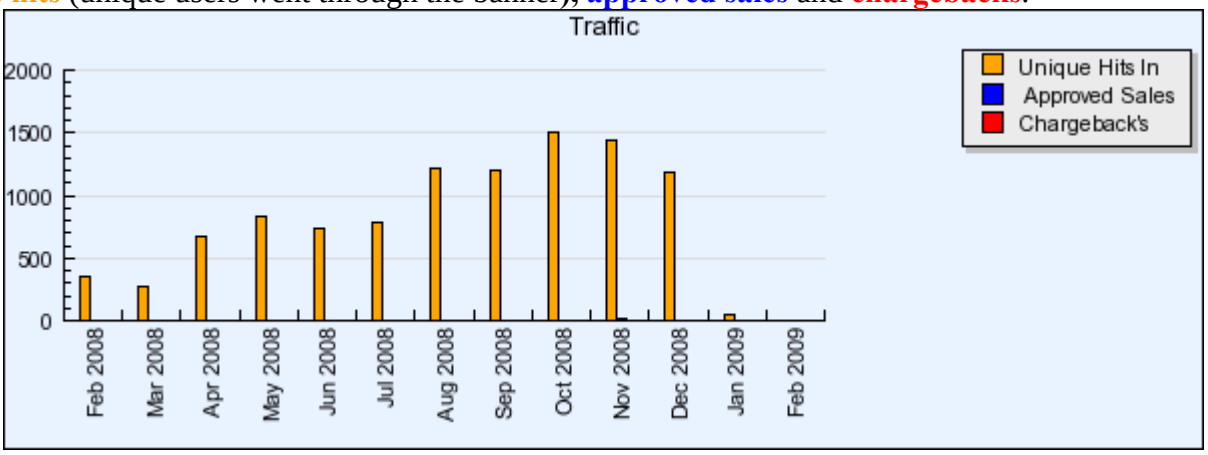
The table can be exported to CSV.

Date	Sales commission	Tier commission	Initial Bonus	Chargeback	Payout	Traffic commission
Nov 2008	$25.00	$0.00	$0.00	$0.00	$74.09	$0.00
Oct 2008	$0.00	$283.75	$0.00	$0.00	$0.00	$36.86
Sep 2008	$27.00	$0.00	$0.00	$0.00	$0.00	$42.81
Aug 2008	$0.00	$0.00	$0.00	$0.00	$0.00	$45.30
Jul 2008	$12.25	$0.00	$0.00	$0.00	$0.00	$36.15
Jun 2008	$14.75	$0.00	$0.00	$0.00	$0.00	$17.67
Total	**$79.00**	**$283.75**	**$0.00**	**$0.00**	**$74.09**	**$178.79**

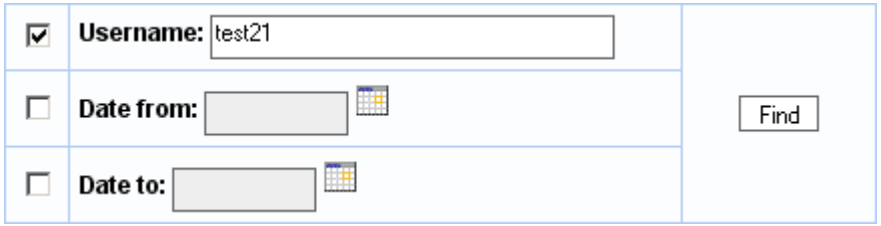
©2004-2010 Soft Service Ltd. All rights Reserved

3.2 Traffic

In this inlay the statistics of the clients' clicks is presented. The diagram shows the comparison of the **unique hits** (unique users went through the banner)**, approved sales** and **chargebacks**.



Search is held by username and date. Do not forget about the checkboxes.



ID	Username	From	Products Group	Unique Hits In	Date
895	test21	ip:127.0.0.1; http ...	Test Product22	30	12/23/2008
886	test21	ip:127.0.0.1; http ...	Test Product22	13	11/25/2008
883	test21	ip:127.0.0.1; http ...	Test Product22	39	11/18/2008
595	test21	ip:127.0.0.1; http ...	Test Product22	39	11/15/2008
584	test21	ip:127.0.0.1; http ...	Test Product22	30	11/08/2008
590	test21	ip:127.0.0.1; http ...	Test Product22	19	11/06/2008
597	test21	ip:127.0.0.1; http ...	Test Product22	19	11/04/2008

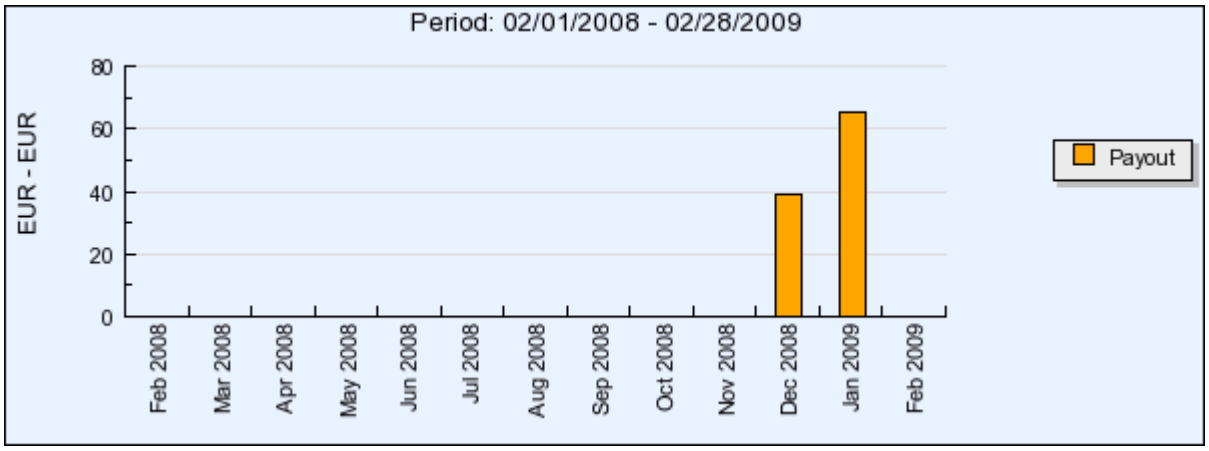
ID	transaction identification is a link on which you may click and see the detailed information of the transaction. It can be either generated automatically or set up manually in the tracking code
From	indicates the IP address of the place where the click came from
Product Group	indicates the group of the product
Unique hits in	is the quantity of the unique clicks during the 24 hours
Date	is a traffic date

You may also print the information or export into CSV.

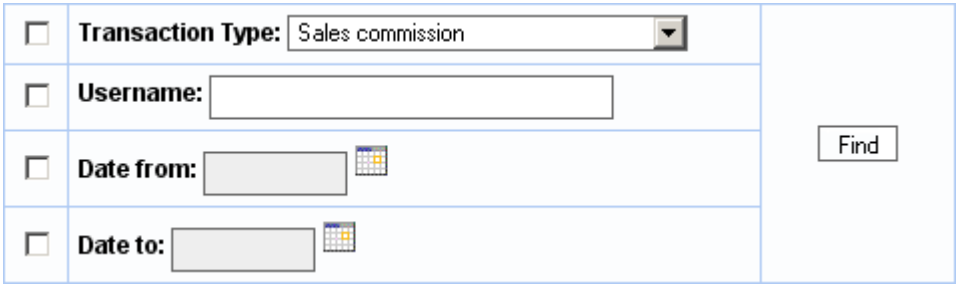
©2004-2010 Soft Service Ltd. All rights Reserved

3.3 Payout history

Here you may see all the payouts which are being written to the history automatically. You can



choose see the diagram and the table.



Search is held by the affiliate's username and the period you would like to look through. Be sure the checkboxes are turned on.

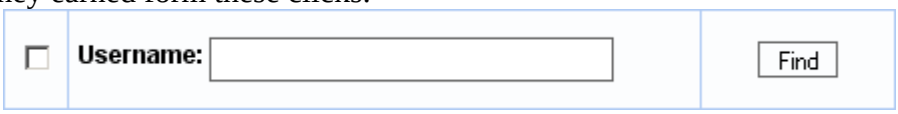
ID	Amount	Date	Time	Username
1764236377	$18.29	02/16/2009	00:15	test
1102078394	$31.59	02/15/2009	17:37	test5
475464089	$24.21	02/14/2009	14:03	test11
2102879826	$0.03	01/25/2009	15:44	netforce
1291382112	$26.58	01/17/2009	15:52	test6

The table can be printed or exported into CSV.

©2004-2010 Soft Service Ltd. All rights Reserved

3.4 Affiliate's Profit Per Click

Here you can see the relationship between the click number each affiliate makes and the number of the money earned form these clicks.



(For instance, Affiliate1 brought 100 people but only 10 of them bought something, while Affiliate2 brought 50 people and 30 of them bought a product). You may fill in the affiliate's username and be sure the checkbox is turned on, and in the table you will see his statistics.

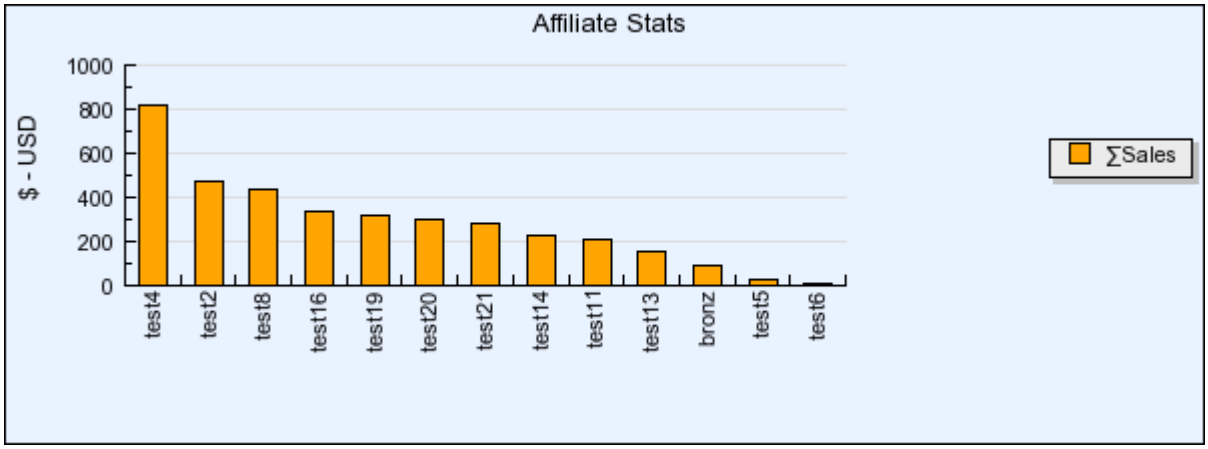
Username	∑$	∑Click	PPC
bronz	$87.50	2	43.75
test4	$819.14	911	0.90
test2	$473.88	992	0.48
test8	$433.26	1236	0.35
test16	$337.20	1052	0.32
test20	$296.58	922	0.32

Username	is the name of the affiliate. If you click on it you will se the profile of the affiliate
Σ$	indicates the whole amount of money earned
ΣClick	indicates the whole number of clicks
PPC	is the sum of the money earned from each click

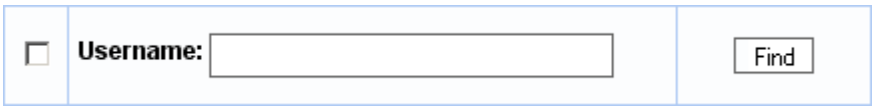
You may also print it you export to CSV.

3.5 Affiliate stats

In this page there is the statistics of each affiliate's earnings presented. You have an opportunity to check who is a leader and who is dropped behind. You can also decide whether it is necessary to move an affiliate to any other level or not.



Search only by username. Do not forget to mark the checkbox.



©2004-2010 Soft Service Ltd. All rights Reserved

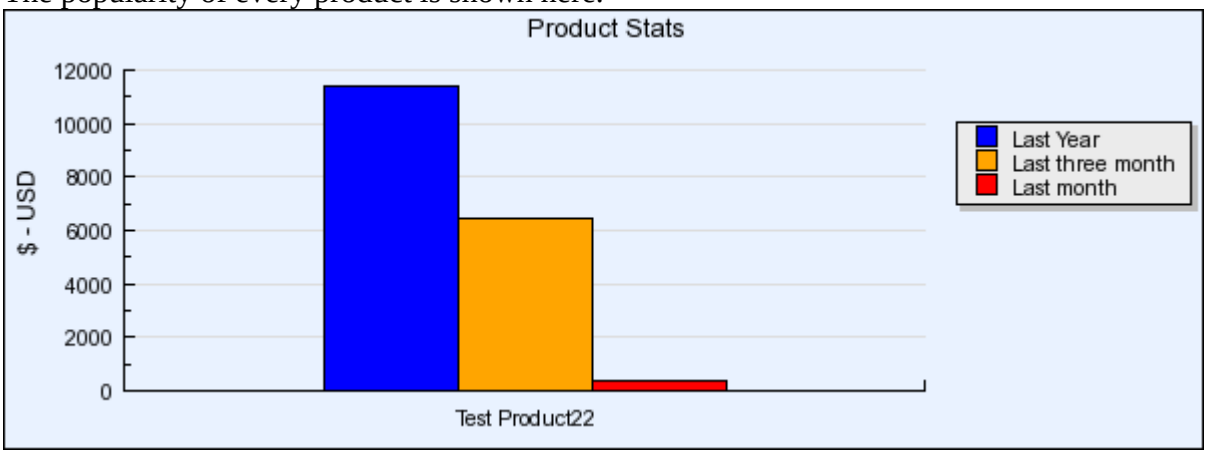
Username	Registered	∑Sales
test4	03/23/2007 21:09:11	$819.14
test2	08/04/2008 06:06:37	$473.88
test8	09/29/2007 23:11:20	$433.26
test16	07/18/2007 08:08:31	$337.20
test19	02/12/2008 05:05:53	$319.12

Username	is the name of the affiliate
Registered	shows the exact date and time when the affiliate was registered in the system
ΣSales	indicates the total amount of sales

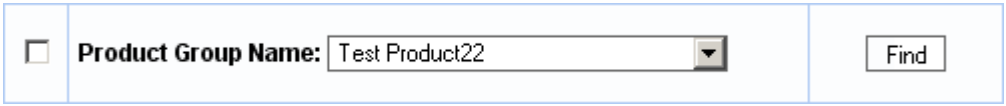
You may also print it or export to CSV.

3.6 Product stats

The popularity of every product is shown here.



You may look through the common diagram where the period is presented in different colors: *Last year* is in **blue**, *Last three months* are in **yellow** and *Last month* is in **red**.



When choosing the product or a product group, be sure the checkbox is turned on or you will not see the statistics in the table below.

Products Group	Last Year	Last three month	Last month
Test Product22	$11373.05	$6442.46	$350.00

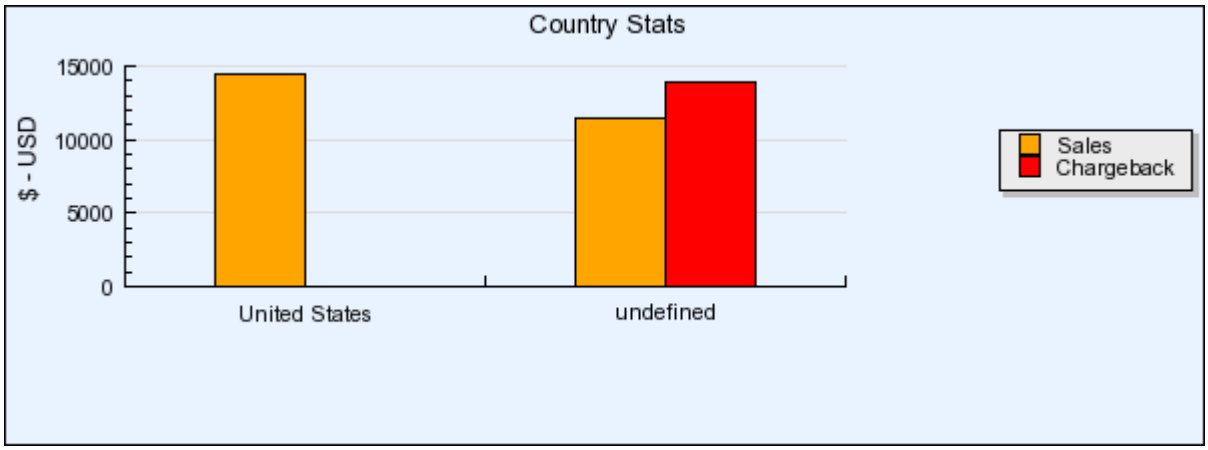
Products Group	indicates the name of the products group
Last year	shows the figures of the last year period
Last three months	shows the figures of the last three months
Last month	shows the figures of the last month

You may also print the info or export it to CSV.

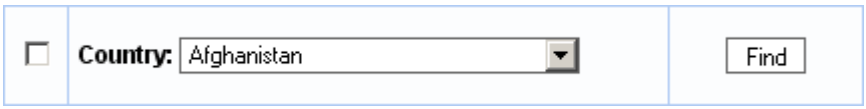
©2004-2010 Soft Service Ltd. All rights Reserved

3.7 Country stats

Here you may see which countries are the most solvent. On the diagram there will be bars in **red** and **yellow** colors which will show the ***sales*** and ***chargebacks***.



You can search the country you would like to see but be sure the checkbox is turned on.



In the table below you the detailed information is presented.

Country	Sales	Chargeback
United States	$14388.45	$46.00
undefined	$11450.00	$13850.00

Country	indicates the country which affiliates belong to
Sales	indicate how many sales people who belong to this country made
Chargeback	indicates how much money were turned back to the client

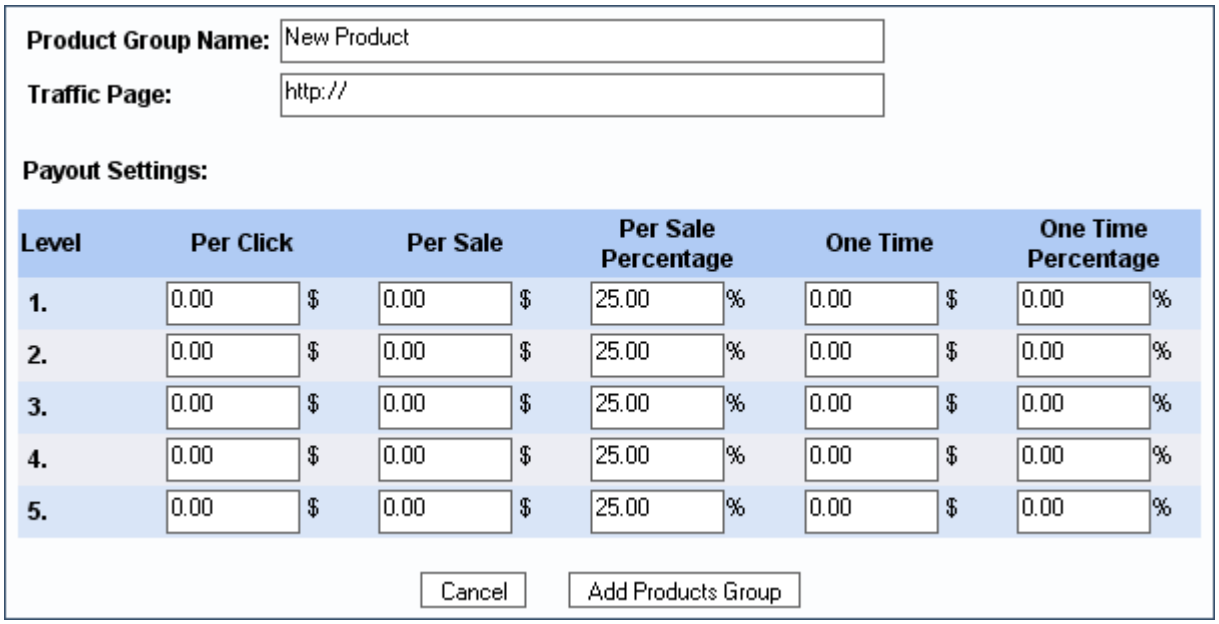
You can print it or export to CSV.

©2004-2010 Soft Service Ltd. All rights Reserved

IV Product groups or your first steps in Affiliate PRO

There are only two inlays: ***Group manager*** and ***Add products group***.

In order to create new products group click on 'Add products group' and you will see the following page:



The figures '25' are given by default as an example. You can easily erase it if necessary.

First, set Product Group name and the URL of this product group. Then start setting commissions for different levels of affiliates.

There are 5 levels in the system. All affiliates after the registration get the 1st level by default. You can change affiliates' levels in the way you wish.

Let's see the detailed example:

You have 25 affiliates.

Five of them bring you low profit but many people come from their pages. You can leave them on the ***level 1.***

Another five affiliates bring you not bad profit but customers who come from their pages make small payments. You can move them to the ***level 2.***

Next five affiliates bring you good customers, who buy rather expensive products. To ***level 3.***

Other five affiliates brings you customers who always make payments and each customer who came from that affiliates' page made a buying. They can be moved to ***level 4***

The last 5 affiliates can be your fellows or people whom you probably know in person and want them to get the highest profit. Perhaps those affiliates are not your friends but just good webmasters who bring profitable customers. They can get ***level 5*** and the biggest commission.

Level	Per Click	Per Sale	Per Sale Percentage	One Time	One Time Percentage
1.	0.10 $	0.00 $	0.00 %	0.00 $	0.00 %
2.	0.01 $	5.00 $	0.00 %	0.00 $	0.00 %
3.	0.00 $	0.00 $	10.00 %	10.00 $	0.00 %
4.	1.00 $	0.00 $	25.00 %	0.00 $	0.00 %
5.	0.00 $	0.00 $	30.00 %	5.00 $	10.00 %

©2004-2010 Soft Service Ltd. All rights Reserved

You may also do create 5 levels commission and make only one level, or two. It's up to you.

Besides, sometimes unnecessary to create many products groups and if convenient, you may create only one group with all the products in it. Or create an individual group for each product.

After creating the group, do not forget to push the *Add Products Group* button and you will be redirected to the page where all your products groups are listed (*Group manager*).

Product Group Name	indicates the name of the product group
Product Group ID	indicates the identification number of the product group
Traffic Page	indicates where a user will be directed when clicking on the link
First Level Payouts	shows the settings of the commission payout for level 1 (after the registration the affiliate gets level 1 by default)
Total Banners	shows the total number of banners for this product group

Also in this inlay product groups may be edited and deleted. Pushing the button *edit* you see the window ***Payout settings*** again and edit it is you need. .

If you deleted a group and need restoring, there is a system of backups. (see VII System Setup).

©2004-2010 Soft Service Ltd. All rights Reserved

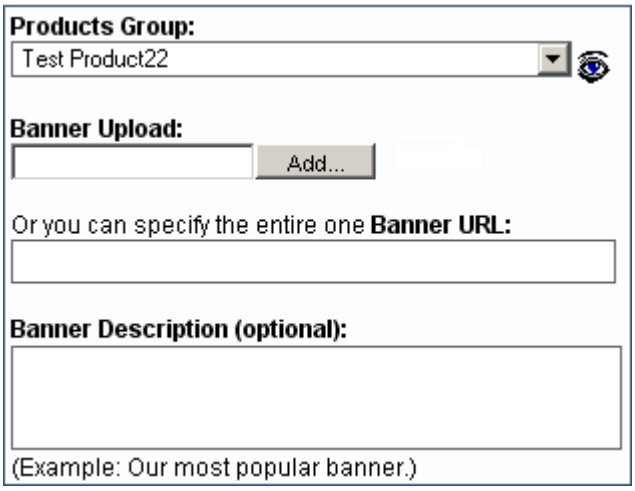
V Banners and Ads

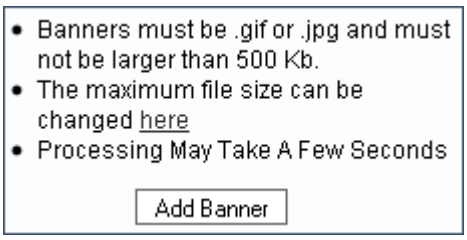
Before creating a banner or a text advertisement you should create product group.

You can create three kinds of advertisement: image banner (static), flash banner (simply animated), and text advertisement.

After creating your products groups go to ***Banners and Ads*** and click on 'Add image banner' or other kinds (depends on your needs).

When you click on 'add image banner' you will see the following picture:

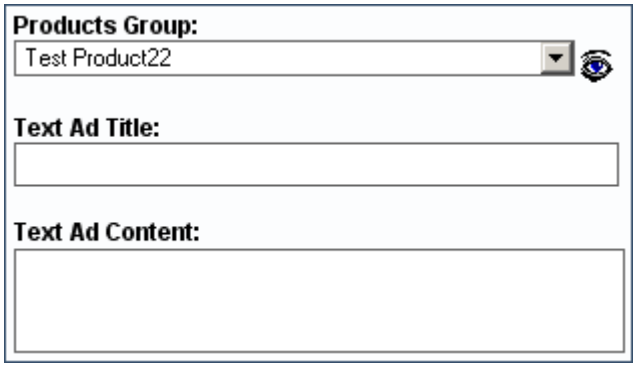


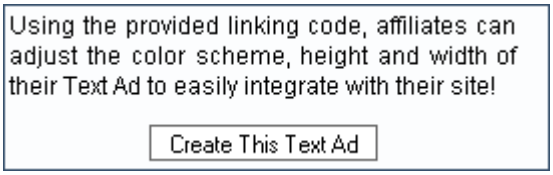


First, choose the product group, then upload the image or specify the URL. Then you can write the description for the banner if necessary.
The notification box on the right was made for your convenience.

*Flash banners can be created by following the same requirements as for image banners.

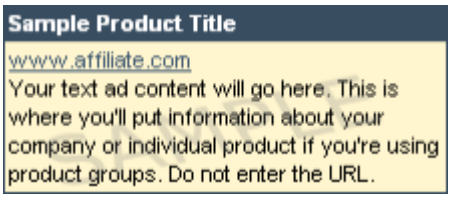
If you wish to create a text advertisement, the click 'Add text adv' and you will see the following page:





Don't forget to set the title because it's the most important point is the text adv.
On the page of creating a text adv you may see the sample of how the text advertisement will look like when you finish.

Banners are the most important part of creating your affiliate network.



©2004-2010 Soft Service Ltd. All rights Reserved

VI E-mails

When an affiliate registers, administrator and the affiliate get special messages. It's *Templates* may be changed. Also you may send a message by visiting the inlay *Send e-mail*. In the *Templates* there are models

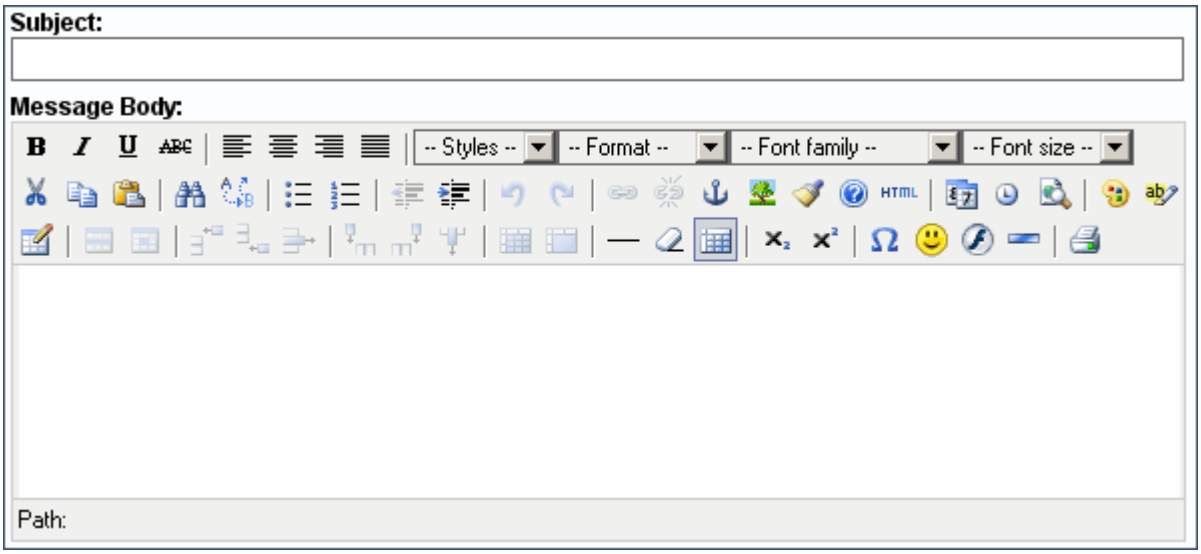
Admin Emails	Enable	Disable
Default Header To Affiliate Admin Emails	◉	○
Default Footer To Affiliate Admin Emails	◉	○
New Affiliate Account	○	◉
New Affiliate Transaction	○	◉
Forgot Password	◉	○

of the letters to the administrator and to the affiliates. Moreover, these options may be turned on or off by using the radio buttons.

If you click on one of it you will have an option to edit the default text of the message.

Affiliates Emails	Enable	Disable
Default Header To Affiliate Emails	◉	○
Default Footer To Affiliate Emails	◉	○
Welcome Notice	◉	○
Account Approved	◉	○
Account Declined	◉	○
New / Approved Transaction	◉	○
Decline New Transaction	○	◉
Commission Payment	◉	○
Forgot Password	◉	○

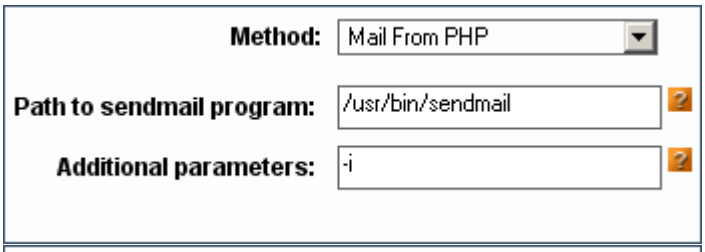
Next is the field of composing mails for affiliates.



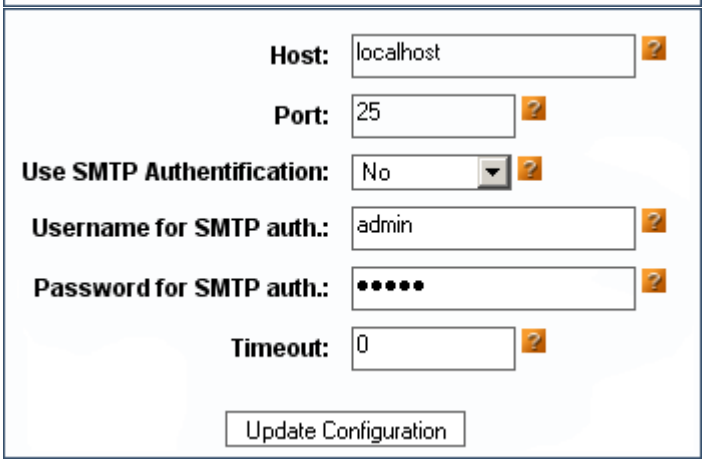
©2004-2010 Soft Service Ltd. All rights Reserved

Also there is a small field where you can choose whom are you going to send the letters.

The next item ‘Email settings’ allows you to adjust all the settings for sending e-mails.
First field is devoted to method, path of sendmail for e-mails and additional parameters.



The second field is devoted to SMTP settings:
Host, port and other parameters should be set up by administrator.
Don’t forget to push *Update configuration* button.



©2004-2010 Soft Service Ltd. All rights Reserved

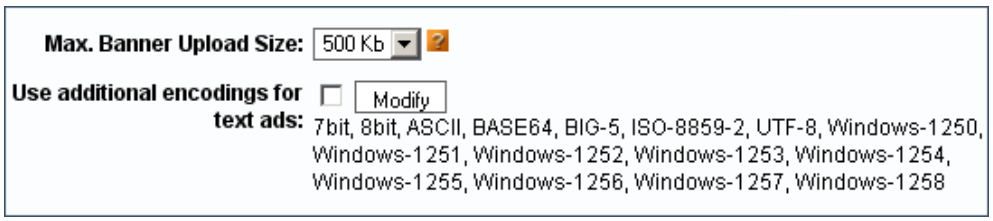
VII System Setup

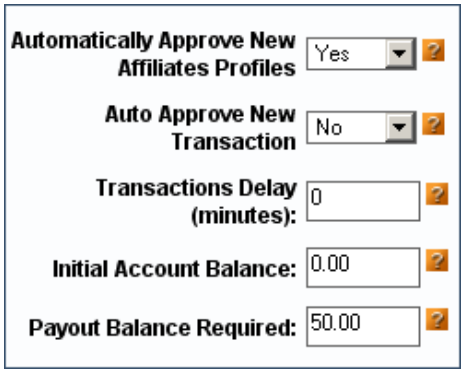
7.1 Site configuration

This item can help you running your copy of Affiliate PRO.

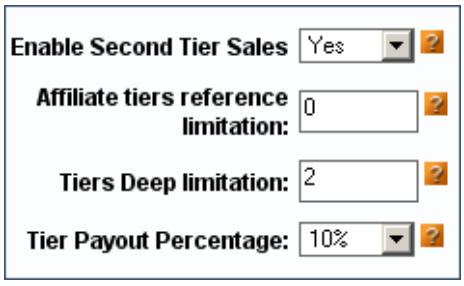
First is site parameters which include name of the website, primary e-mail, default language (English set by default but can be easily changed), default currency, country and whether you need verification image code or not during the registration.

Next is setting up maximum banner upload size and the encoding for text advertisements.





You can set up auto or manual approve of newly registered affiliates. Also the approve of transaction, delays between them and the initial bonuses. Also do not forget to set up the payout balance or your affiliates will demand for payouts everyday.



The system has an unlimited width and depth of tiers. However the 1st is the width of affiliates. If '0' it means 'unlimited', and you can limit it by yourself if you wish. The second is the depth of affiliates' tiers' commissions. The max is 9 but the depth itself is unlimited. It means the following:

If A affiliate registers and invites B, B invites C, C invites E and E invites F. Then if you fill there '2' the order will be the following: when F gets $10, E will get 10% from $10 and C will get 10% from 1$ (because E got $1=10% from $10) and no one else gets the commission. However if you fill '9' then B and A will also get their commission which will be extremely small. We can't check the depth of tier commissions deeper than 9.

*10% amount can be easily changed to suitable in the field **'Tier Payout Percentage'**.

©2004-2010 Soft Service Ltd. All rights Reserved

The next is **currency config** and exchange rates. Exchange Rates data is provided by http://www.yahoo.com

Enable	ISO Code	Currency Symbol	Exchange Rate	Currency	Entity
☑	USD	$ ◉ left ○ right	1	US Dollar	UNITED STATES
☑	EUR	EUR ◉ left ○ right	0.00000	Euro	EUROPE
☐	GBP	£ ◉ left ○ right	0	Pound Sterling	UNITED KINGDOM
☐	JPY	¥ ○ left ◉ right	0	Yen	JAPAN

Also there are other popular currencies are presented.

Enable	ISO Code	Currency Symbol	Exchange Rate	Currency	Entity
☐	AED	○ left ◉ right	0	UAE Dirham	UNITED ARAB EMIRATES
☐	AFN	○ left ◉ right	0	Afghani	AFGHANISTAN
☐	ALL	○ left ◉ right	0	Lek	ALBANIA
☐	AMD	○ left ◉ right	0	Armenian Dram	ARMENIA
☐	ANG	○ left ◉ right	0	Netherlands Antillian Guikder	NETHERLANDS ANTILLES

You can add to your list all the currencies you need by marking the checkboxes in the left colon.

	Enable Payment Type	Default Payment Type
☑	Bank Check	○
☑	Bank transfer	◉
☑	CapitalCollect	○
☑	Epassporte	○
☑	Fethard	○
☑	Ikobo	○
☑	Moneybookers	○
☑	PayPal transfer	○
☑	WebMoney	○
☑	Yandex.Money	○
☑	Other	○

Then you should choose the default payment type and enable or disable other methods:

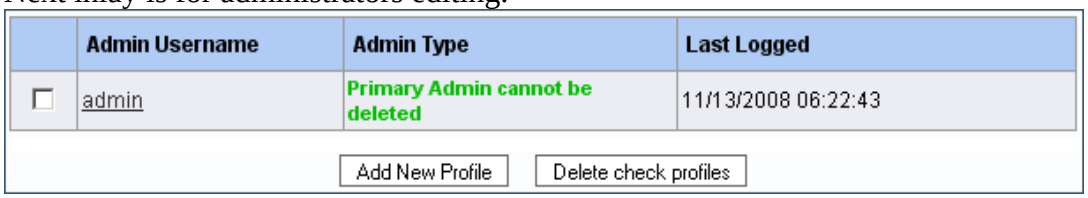
Bank Check
Bank transfer
CapitalCollect
Epassporte
Fethard
Ikobo
Moneybookers
PayPal transfer
WebMoney
Yandex.Money
Other

Be sure the radio button is right on the place of the payout system and the checkboxes are turned on.

Do not forget to push the *Update Rates* button.

©2004-2010 Soft Service Ltd. All rights Reserved

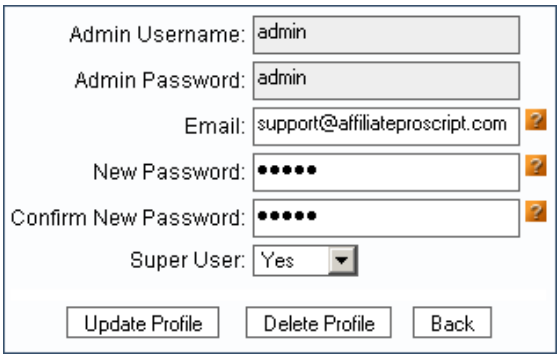
Next inlay is for administrators editing.



In order to create new administrator, click on '*Add new Profile*'.

In order to change admin info or admin password, click on admin's name and you will see the following window:

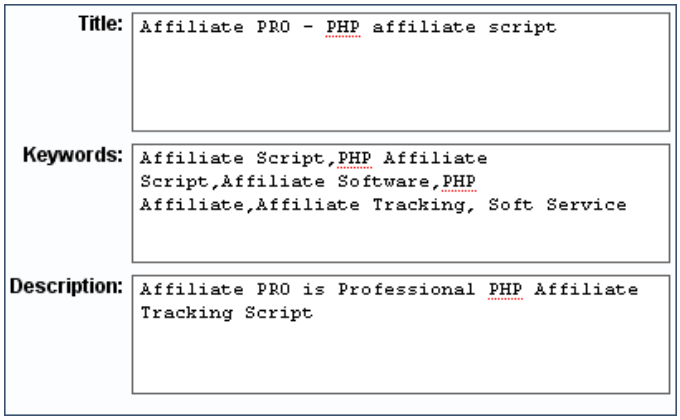
You can change the username, the password, primary e-mail and set the status: whether this is a super user or not.



Then do not forget to push 'Update profile'.

Next item is 'Meta tags editor'.

Meta tags are specific tags between which the key words should be placed. Searching servers use these tags when registering in the web servers, sites and web pages. Meta tags are used for effective presenting sites while the definite topic is being searched.



Backups item.

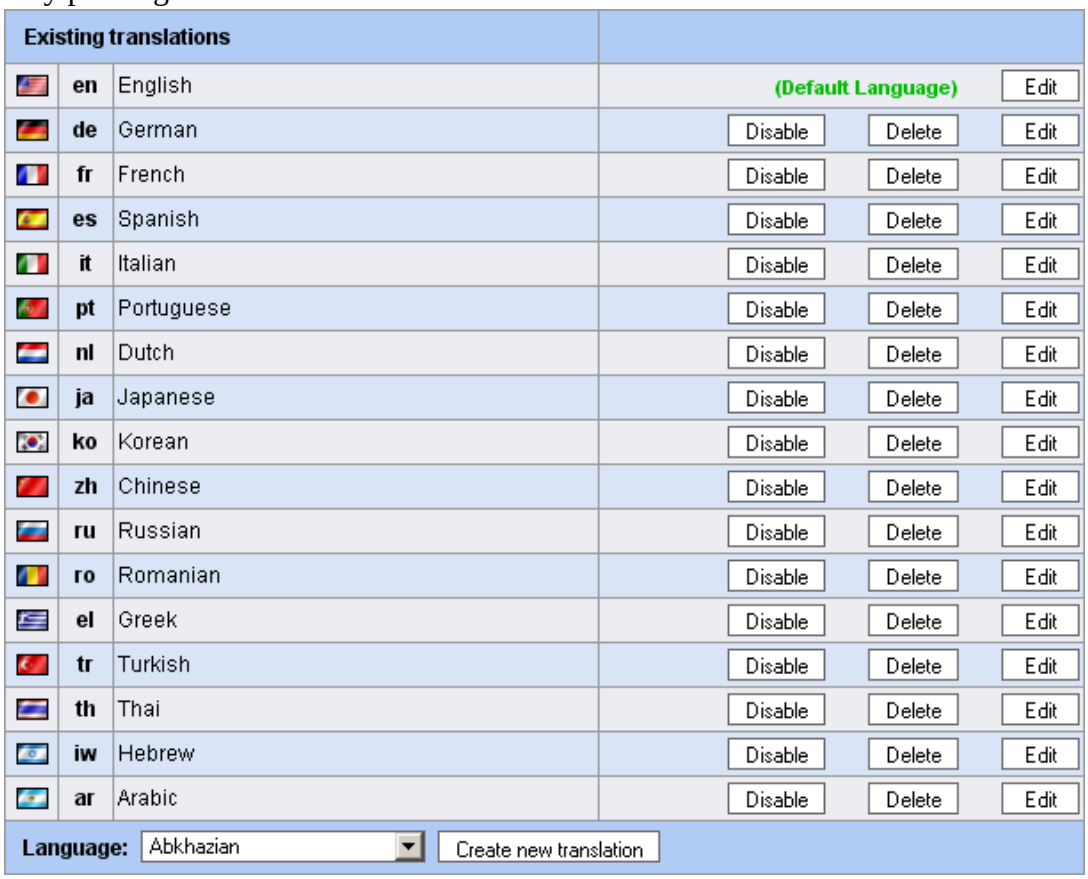
If you delete something by accident, or delete and then wants to restore it, this system of backups will help you. Also you can delete a backup if you already do not need it.

Backup	Recover	Delete
01/26/2009 2:24:31		
01/05/2009 16:59:13		
01/03/2009 4:28:07		
01/01/2009 2:22:13		
01/01/2009 10:34:30		

©2004-2010 Soft Service Ltd. All rights Reserved

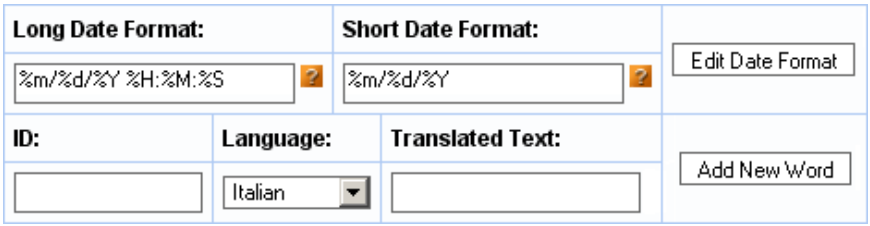
VIII Translation

In this page there is the translation to 17 most widespread languages. If you wish you may edit each translation by pushing the button ‘edit’.



Or you can create new translation.

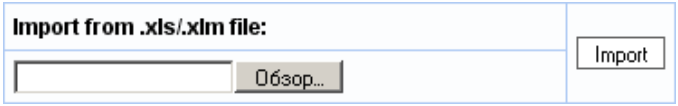
The new editing window will appear.



When editing or adding new language, first set it’s date format.

Then insert the identity, for ex: COUNTRY_AL, then the language you’re going to edit and the translated text. Don’t forget to push ‘Add New Word’.

Then there is a field from which you can copy the phrase for editing. Just click on it and it will appear in the editing field. Also you can import the translation if you have it on your PC. And don’t forget to save the translation and then enable it by a checkbox on the main page of translation.



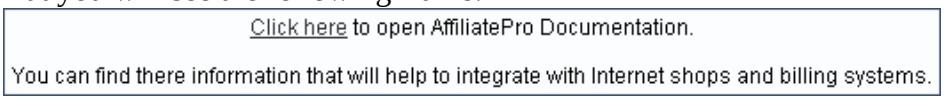
Push the ‘Enable’ button after creating. If enabled, will be replaced by ‘Disable’ button.

©2004-2010 Soft Service Ltd. All rights Reserved

IX Help

9.1 In the inlay there the option which will help you to integrate Affiliate PRO with you shopping cart. The instruction itself is located here: http://www.affiliateproscript.com/doc/

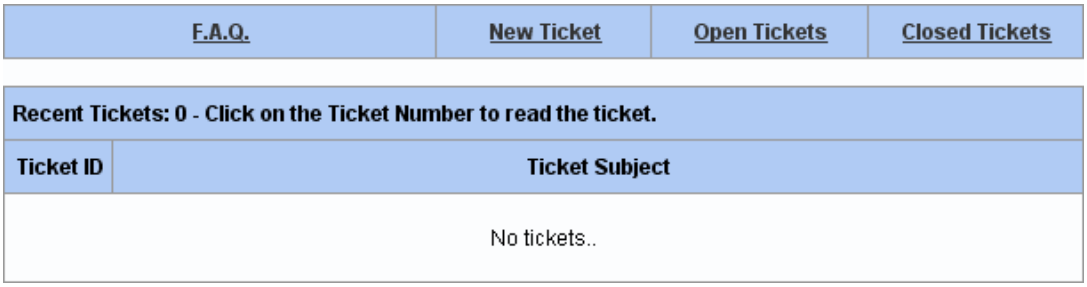
But you will see the following frame:



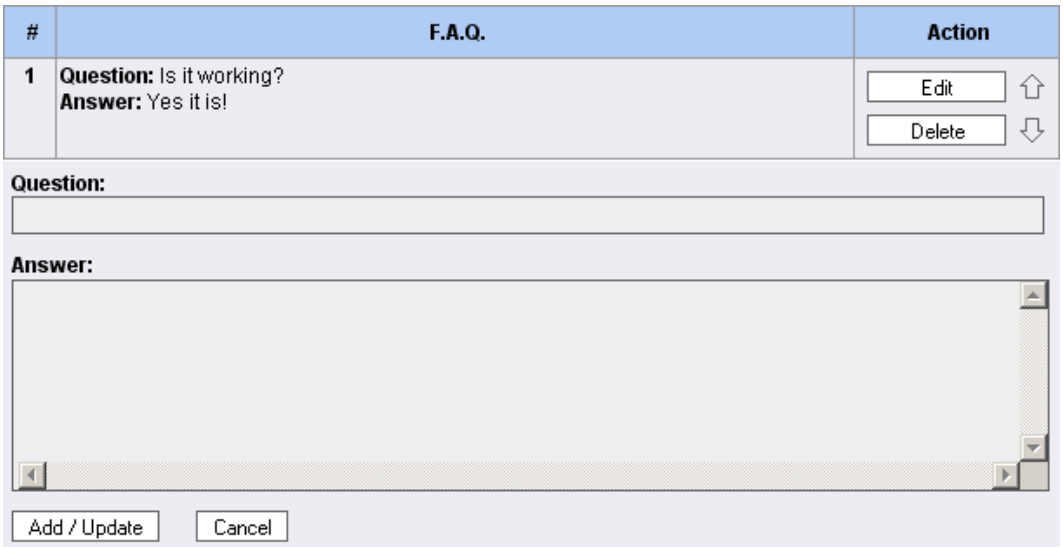
If you click on 'click here', you will be redirected to that page but all the needed parameters will be already inserted.

9.2 Tickets

Tickets are the centralized question system. If a webmaster has questions, he can send a ticket (i.e. the question to the administrator).

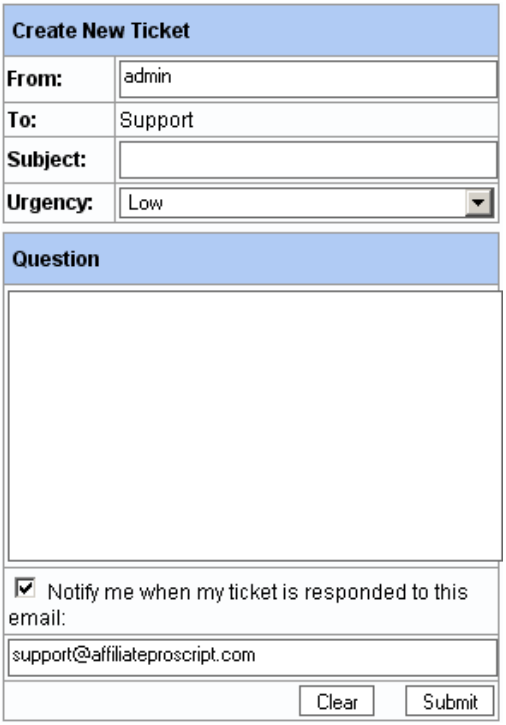


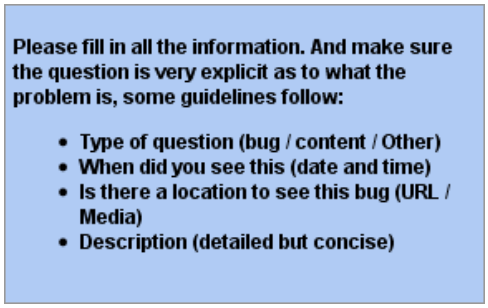
Here you can see how affiliates write their questions to the administrator.



F. A. Q. is Frequently Asked Questions.

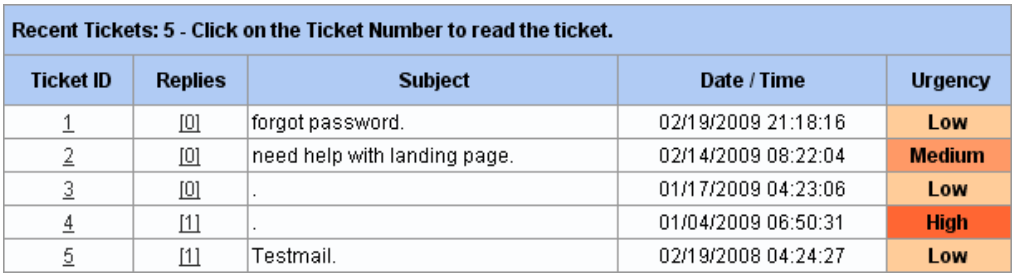
©2004-2010 Soft Service Ltd. All rights Reserved





New Ticket indicates the tickets which are new an unanswered.

Open Tickets indicates a problem which is being discussed by the administrator and an affiliate. It can be fulfilled by additional information by the administrator before it will be closed.



Recent Tickets: 5 - Click on the Ticket Number to read the ticket.

Ticket ID	Replies	Subject	Date / Time	Urgency
1	[0]	forgot password.	02/19/2009 21:18:16	Low
2	[0]	need help with landing page.	02/14/2009 08:22:04	Medium
3	[0]	.	01/17/2009 04:23:06	Low
4	[1]	.	01/04/2009 06:50:31	High
5	[1]	Testmail.	02/19/2008 04:24:27	Low

Closed Tickets.

When the problem is solved, the ticket must be closed and nothing can be added to the answer. Besides, the answers from the closed tickets can be put into the F.A.Q.

©2004-2010 Soft Service Ltd. All rights Reserved

X Customization

10.1 Page editor

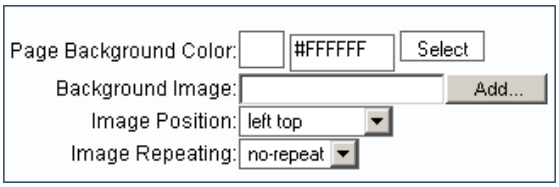
In this inlay there is an option to edit pages of the site:
Welcome page
News page
Terms of use page
F.A.Q. page
Styles
Can be easily changed by pushing the button 'Edit'.

10.2 F.A.Q. editor

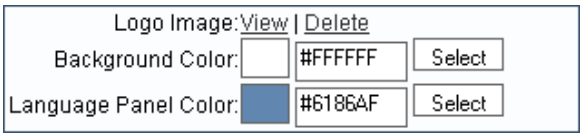
Here you may edit the most Frequently Asked Questions or just add some additional information. You may also add a question here from the *Closed Tickets.*

10.3 Styles

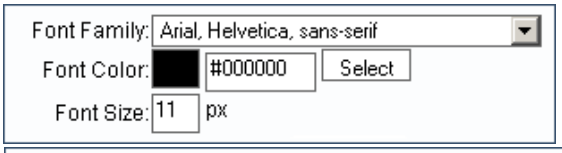
Here you can set up how to change the page fonts, colors, letters' size etc. See samples below.



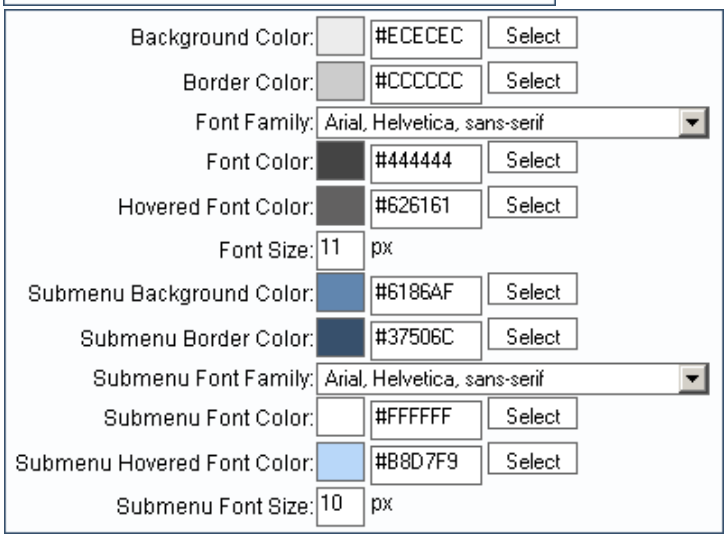
First is general **look and feel settings** where you change the background color or you can upload an image and adjust it's position.



Second is the color of top logo and language panel color.
Also you can change the image of the logo (Click 'delete' and the system will allow uploading your own logo).

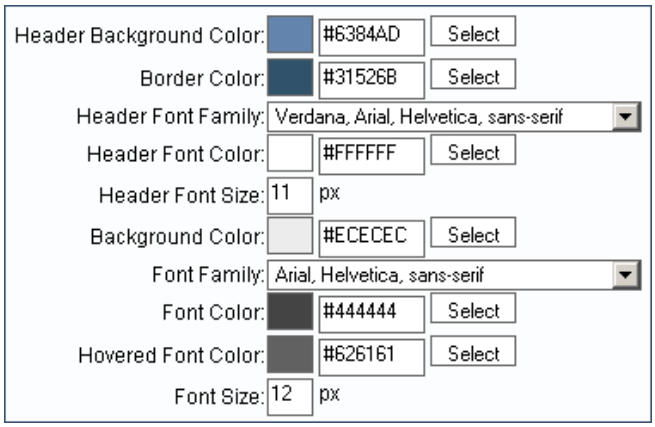


The look of the logout box in the right corner under the language panel.

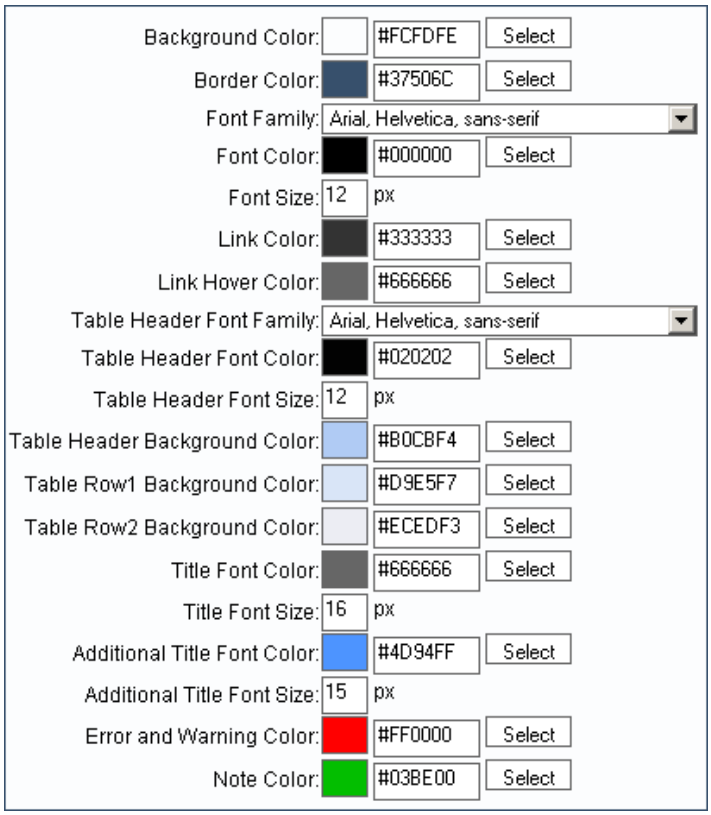


The top menu editing.
Top menu includes the top inlays 'Affiliate profiles', 'Sales activity' etc.

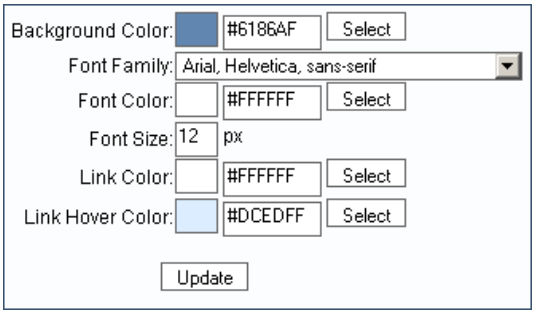
©2004-2010 Soft Service Ltd. All rights Reserved



The left menu editing.

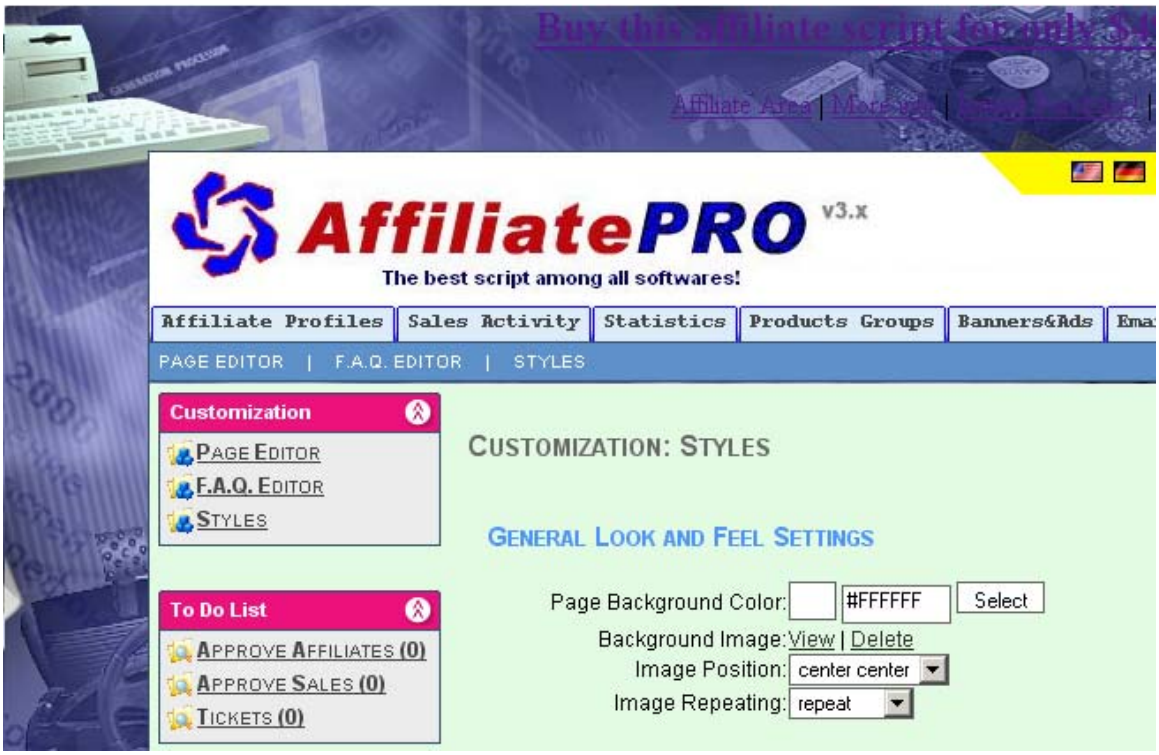


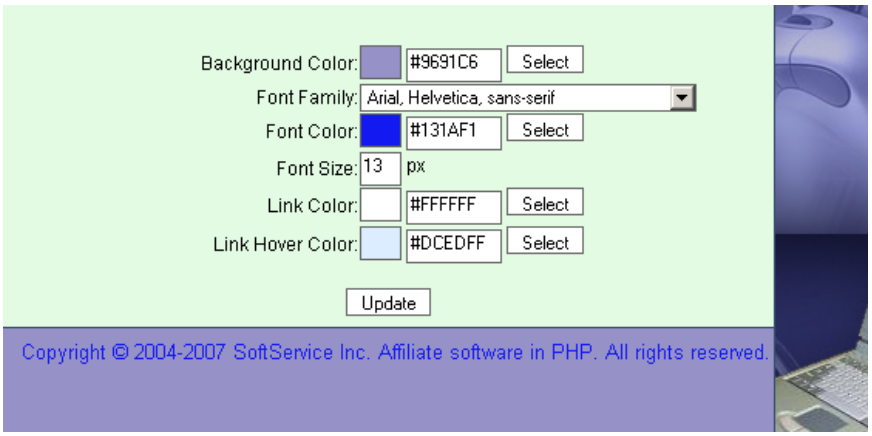
The content colors, fonts etc editing.



Bottom menu color and font editing.

©2004-2010 Soft Service Ltd. All rights Reserved





©2004-2010 Soft Service Ltd. All rights Reserved

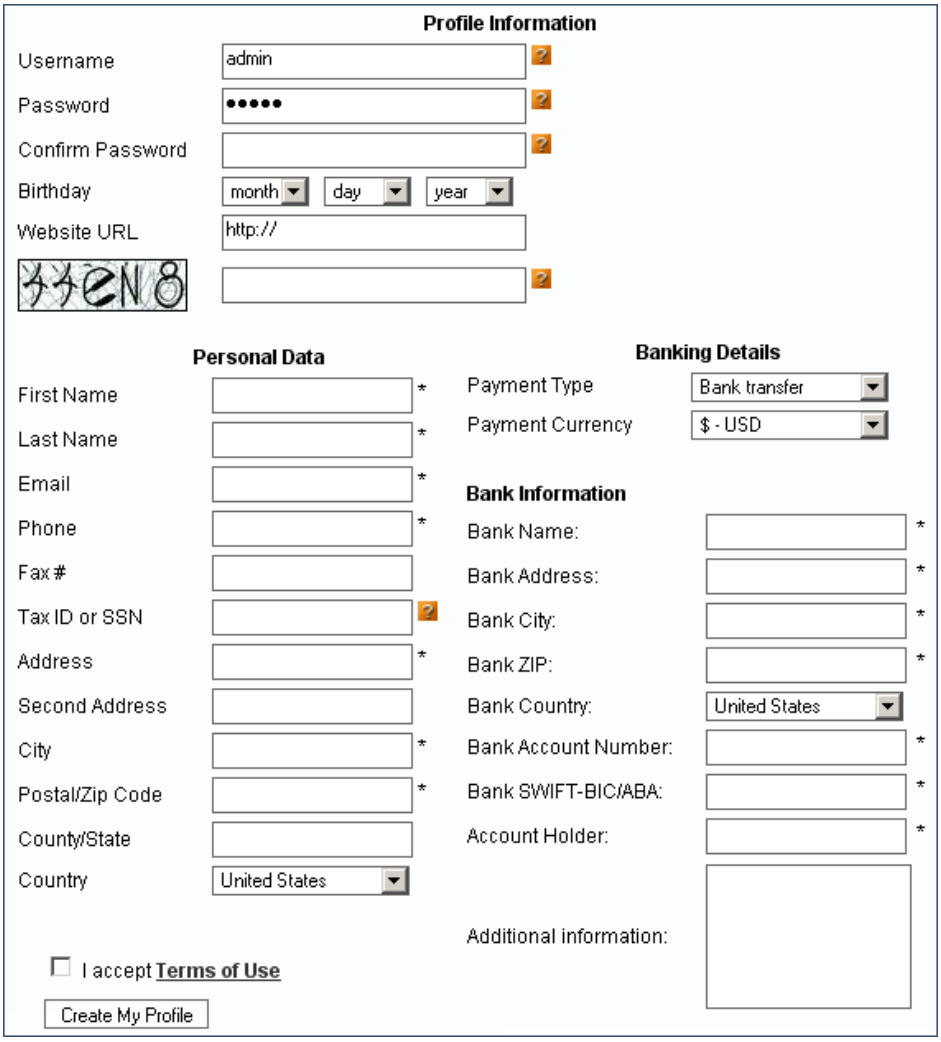
Terms F.A.Q.

Affiliate	A person who registers in your installed version of the script, places your banner linking code into his website and becomes your advertiser
Tier	When your affiliates take other people into your system and those people register under that affiliates, they are called tiers
Tracking code	Is the code which tells Affiliate PRO that the transaction happened
Thank you Page	The page which is shown to a customer after the transaction is finished where he can see the transaction ID, money spent amount and other additional information
Recurring sales	Every week or every month payments which a person makes when he or she buys a product which demands this way of payment (for ex: subscription for a magazine)
Banner	Is a static picture, or a simple animated image which is placed on websites in order to advertise
Tickets	The questions to the admin about the work of the script or personal
Unique click	Clicks by different links which a person makes once in 24 hours
Integration	The process while you put Affiliate PRO tracking code into your transaction system (your shopping cart)

©2004-2010 Soft Service Ltd. All rights Reserved

Affiliate's panel description

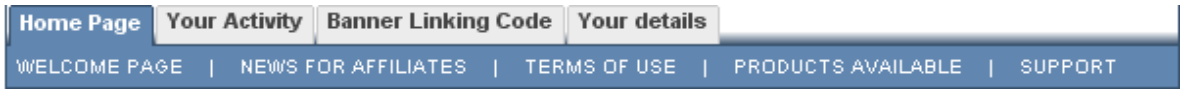
Affiliate pushes 'Join now' and gets the following form which is needed to be filled in.



He should provide only true information about him.

After approving he can log into the system.
The start page includes the logo, the language panel, top panel and left panel.

On this panel you may see 17 languages, which are the most popular in the world. They are: English, German, French, Spanish, Italian, Portuguese, Dutch, Japanese, Korean, Chinese, Russian, Romanian, Greek, Turkish, Thai, Hebrew and Arabic).
Then top panel goes which includes 'Home Page', 'Your activity', 'Banner Linking Code' and 'Your details'.



©2004-2010 Soft Service Ltd. All rights Reserved

Then the left panel consists of the top menu and last viewed pages.

©2004-2010 Soft Service Ltd. All rights Reserved

I Home Page

1.1 Welcome page

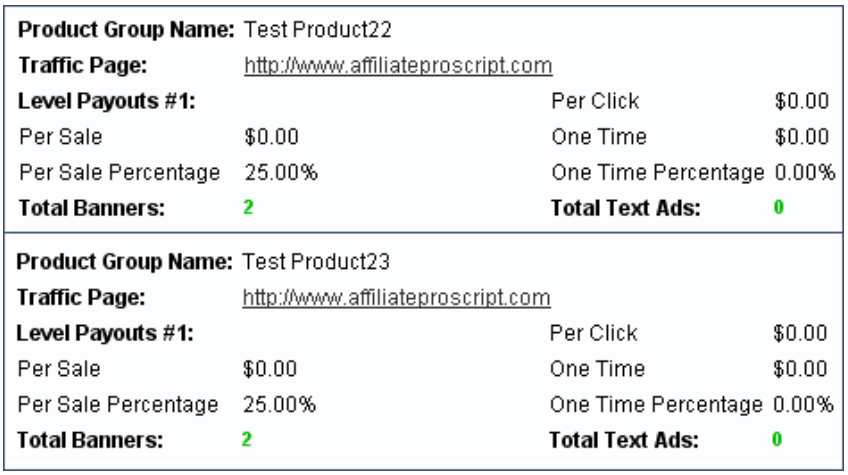
In here some info will be presented by admin. The style for the inlay each affiliate can choose by himself.

1.2 News for affiliates

In here the rights of affiliates and the terms of using the system etc. will be presented by admin.

1.3 Products available

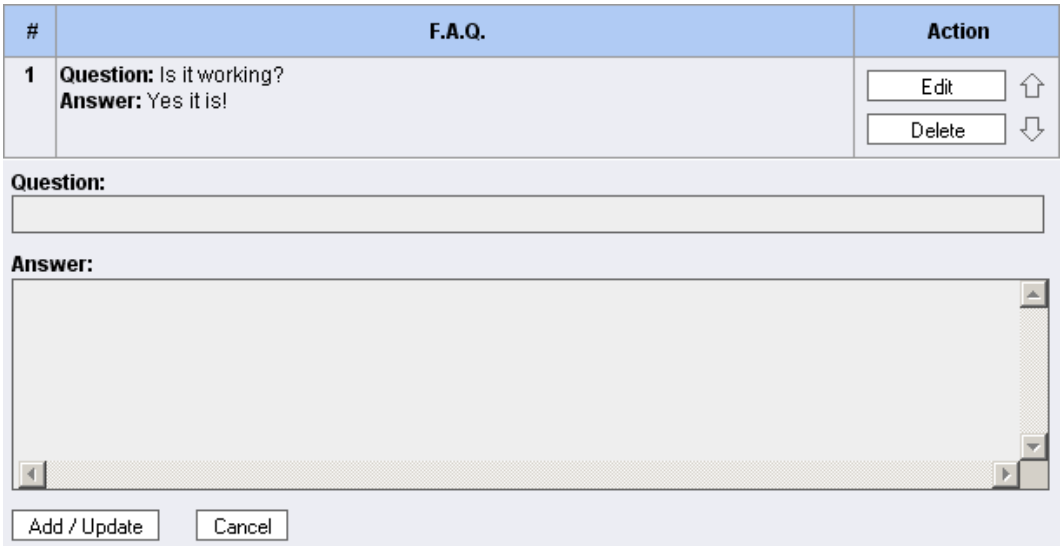
In this page you may see the products groups which can be advertised by an affiliate.



Product Group Name	indicates the name of the product group
Product Group ID	indicates the identification number of the product group
Traffic Page	indicates where a user will be directed when clicking on the link
First Level Payouts	shows the settings of the commission payout for level 1 (after the registration the affiliate gets level 1 by default)
Total Banners	shows the total number of banners for this product group

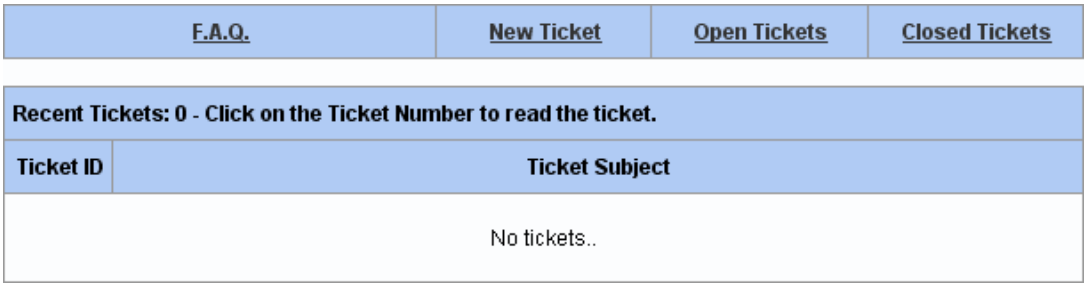
1.4 Support

Tickets are the centralized question system. If a webmaster has questions, he can send a ticket (i.e. the



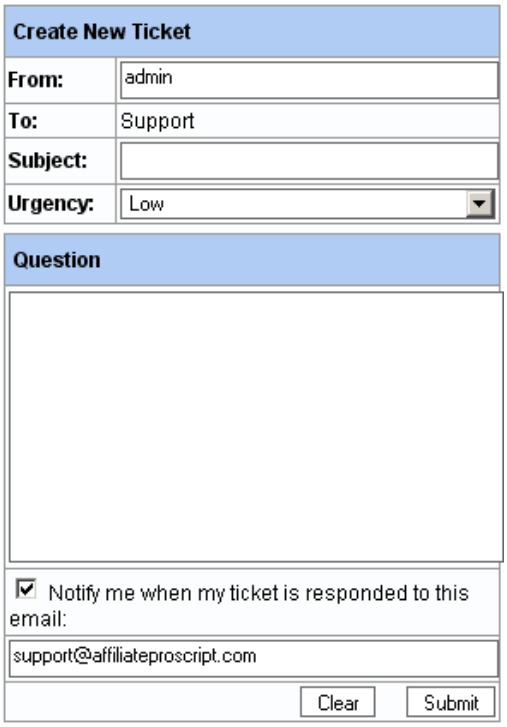
©2004-2010 Soft Service Ltd. All rights Reserved

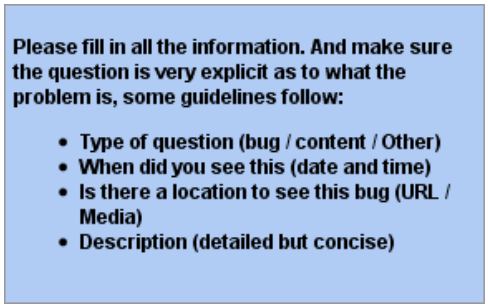
question to the administrator).



Here you can see how affiliates write their questions to the administrator.

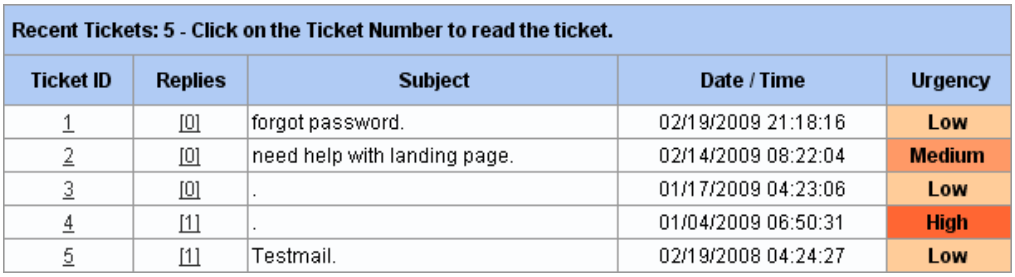
F. A. Q. is Frequently Asked Questions.





New Ticket indicates the tickets which are new an unanswered.

Open Tickets indicates a problem which is being discussed by the administrator and an affiliate. It can be fulfilled by additional information by the administrator before it will be closed.



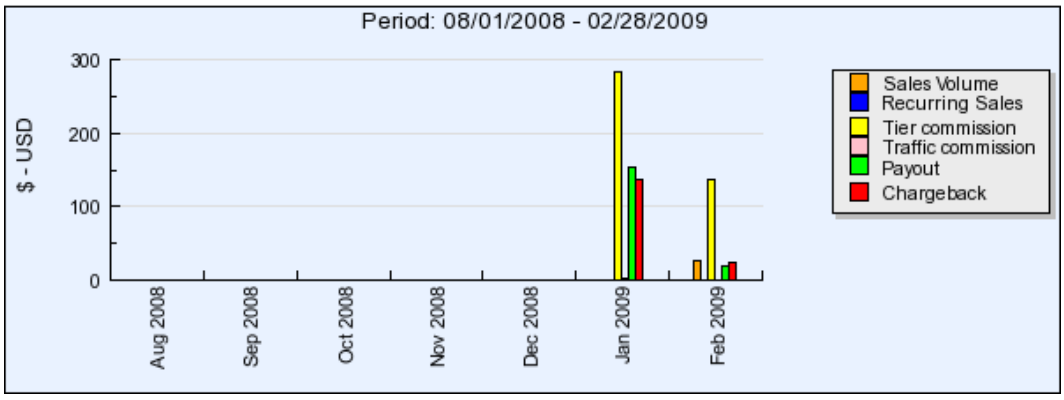
Closed Tickets.

When the problem is solved, the ticket must be closed and nothing can be added to the answer. Besides, the answers from the closed tickets can be put into the F.A.Q.

©2004-2010 Soft Service Ltd. All rights Reserved

II Your activity

2.1 Quick statistics



In this inlay each affiliate can look through the common stats of his earnings and see it in detail on the diagram, check it in the table and see the total sum of earnings.

Period	Sales	Recurring Sales	Tier Commissions	Traffic Commission	Chargeback	Payout	Total
02/16/2009-02/28/2009	$2.50	$0.00	$137.50	$0.00	$25.00	$18.29	**$96.71**
02/01/2009-02/15/2009	$25.00	$0.00	$0.00	$0.00	$0.00	$0.00	**$25.00**
01/16/2009-01/31/2009	$0.00	$0.00	$6.25	$1.01	$150.00	$0.00	**$142.74**
01/01/2009-01/15/2009	$0.00	$0.00	$277.50	$0.32	$12.00	$153.01	**$136.81**
12/16/2008-12/31/2008	$0.00	$0.00	$0.00	$0.22	$0.00	$0.00	**$0.22**
Total	**$27.50**	**$0.00**	**$421.25**	**$1.55**	**$163.00**	**$171.30**	**$116.00**

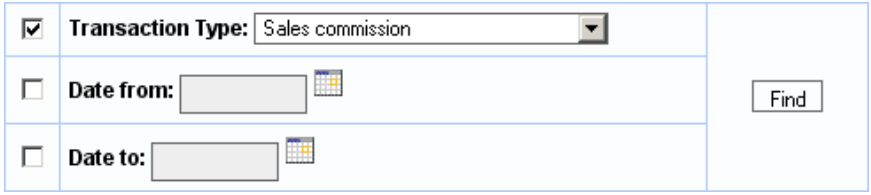
Profile Balance:

Sales commission	$27.50
Tier commission	$421.25
Traffic commission	$1.43
Chargeback	$163.00
Payout	$171.29
Earnings	**$115.89**

Period	is a period of sales or some other transaction
Sales	indicates the amount of money earned
Recurring Sales	indicates the amount of money earned during the recurring sales
Tier Commission	shows the money you get from your tier affiliates
Traffic Commission	shows how much traffic was spent
Chargeback	shows how much money was returned
Payout	indicates how much was paid
Total	indicates the whole amount of money

2.2. Detailed statistics

In here you may see the type of transaction and the period; look through the table. And look through the total balance.



©2004-2010 Soft Service Ltd. All rights Reserved

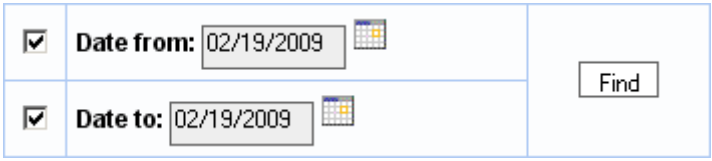
ID	Transaction Type	Comission	Date	Time	Chargeback
495586654	Sales commission	$2.50	02/17/2009	20:44	No
978657028	Sales commission	$25.00	02/15/2009	19:27	Yes

ID	is the identification of the transaction. You may click on it and look through the details
Transaction type	indicates the type of the transaction (sale, recurring sales, etc)
Commission	indicates how much money was earned from the transaction
Date	is the date of the transaction
Time	is the exact time of the transaction
Chargeback	shows how much money was returned

When you search, be sure to turn the checkboxes on, or the information will not be showed. Besides you have no need to fill in the date field by yourself because calendars image help you.

2.3 Traffic

In this inlay every affiliate when choosing the period can look through his traffic which is in the table.



ID	From	Products Group	Unique Hits In	Date
948	http://www.affiliateproscript.com/affili...	Test Product22	2	02/19/2009
949	http://www.affiliateproscript.com/affili...	Test Product23	2	02/19/2009
950	http://www.affiliateproscript.com/affili...		1	02/19/2009
951	http://www.affiliateproscript.com/affili...	Test Product27	1	02/19/2009

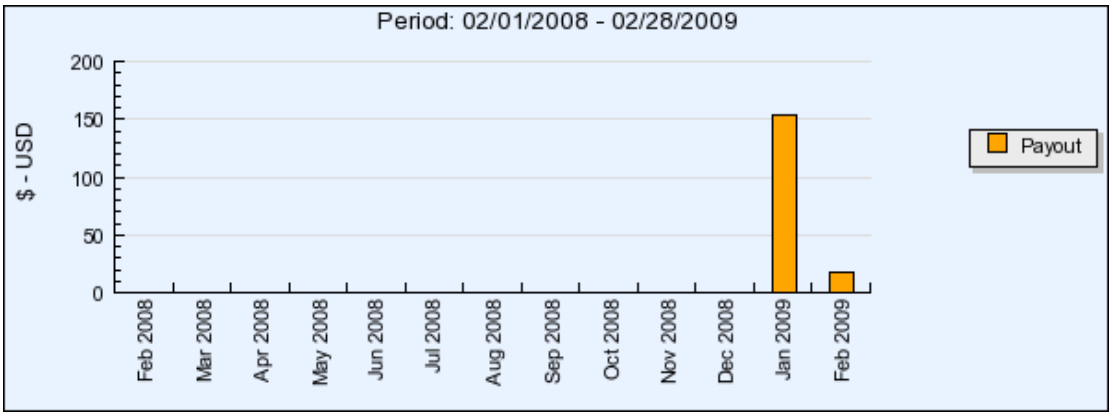
ID	is the number of the record in this table
From	indicates the IP address and the link to the site where do people came from
Products Group	indicates the name of the product group
Unique Hits In	shows how many users used your link
Date	indicates the date of an action

Be sure to turn the checkboxes on.
An affiliate also can print the info or export to CSV.

©2004-2010 Soft Service Ltd. All rights Reserved

2.4 Payout history

Here you see the payout history during the period you need. It can be chosen. Besides it is seen on the diagram.



ID	Amount	Date	Time
1764236377	$18.29	02/16/2009	00:15
1791852953	$153.00	01/14/2009	07:36
1456397561	$0.01	01/09/2009	23:53

Total Paid:
Payout $171.30

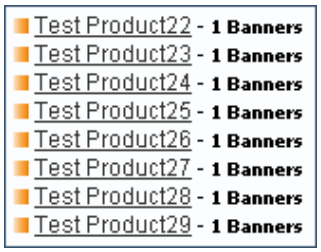
When searching mark the checkboxes, otherwise you won't see the suitable result.

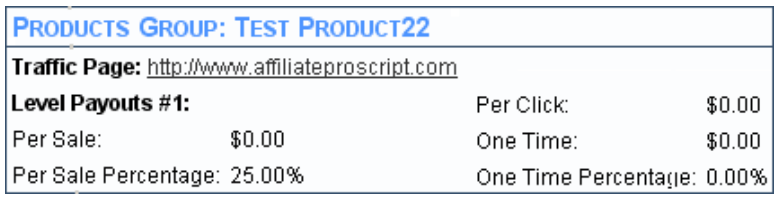
©2004-2010 Soft Service Ltd. All rights Reserved

III Banner Linking Code

This inlay includes Partner licks, which are placed by each affiliate to attract attention of the new affiliates (creating his tier affiliates tree). The inlay consists of *affiliate referral links, image banners links, flash banners links, text ads* and *links only*. Choosing the right link you can copy and locate it on your own site.

You will see the list of products groups. Then the description of the products group.





Lower is the banner (or text advertisement) which will be placed on your website. (The size of the banner will be also located here).

And under the sample there is the most important part – **source code of the banner.**

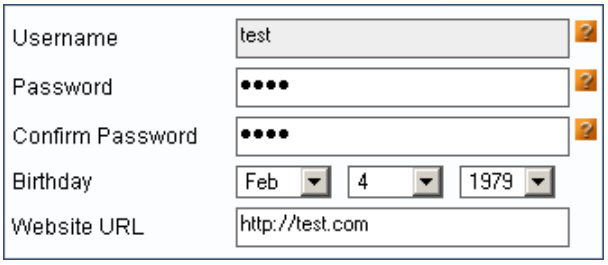
You can copy it and paste somewhere on your website.

©2004-2010 Soft Service Ltd. All rights Reserved

IV Your details

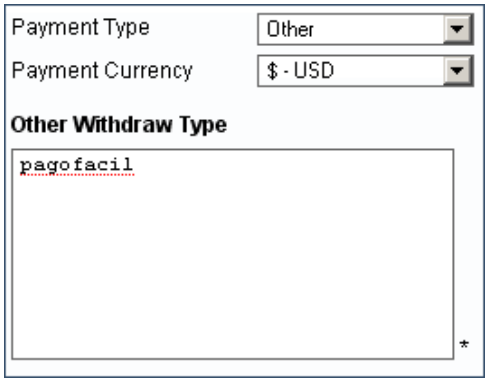
4.1 My profile

In this inlay an affiliate can change his private information like username, birth date and website URL etc.



You can change everything in your profile information except the username because it was already added to the system.

Then you can check and change if necessary your personal data.



Choose the suitable payment type and currency.

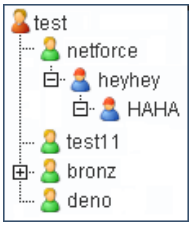
©2004-2010 Soft Service Ltd. All rights Reserved

4.2 Change password

Here you may change your password. Do not forget to push “Update password” after you do the changes.

4.3 Affiliate tiers tree

You may see your tiers tree here and if you click on the name of a tier affiliate you will se his profile.



The width and the depth of affiliate trees is unlimited. However the system tracks only 9 webmasters deep and no more.

©2004-2010 Soft Service Ltd. All rights Reserved

Update

First of all the difference between the versions is not actually exist. It better not to update because it takes the structures of the database.

If you still want to update there are several ways:

1. You can do it yourself by the following instructions:
   - Back up all the files of affiliate PRO which you have on your server
   - Make back up of the MySQL database which is used for affiliate PRO
   - Rewrite all the files from the new version of the Affiliate PRO (see attachment)
   - Go to the admin panel under your name. If there are no errors, so the update was mostly successful.
   - If the page is not shown, or there are errors, return back the files and databases (in the order only)
2. There is another variant: you may pay us $40 and our developer will provide the update by himself.

We DO NOT notify about updates. We publish this information here:
http://www.softservice.org/support/viewtopic.php?f=6&t=128&start=0
Also you can get the update information by writing us at support@affiliateproscript.com

©2004-2010 Soft Service Ltd. All rights Reserved

Remember that we provide one license for one server.

If you have any demands about it, write as at support@affiliateproscript.com

ALSO:
If you get the following error while activating a copy of Affiliate PRO:
"Please contact support@affiliateproscript.com with your original order ID to recover your Customer ID"
Please do following:
Login to activation server: http://www.softservice.org/activation/login.php
(use password reminder if you forgot password)
Delete previous activation (click on delete link)
After that previous installation will not work and you can use the same Customer ID (if you forgot your Customer ID you can find it after login into activation server as well) to activate it on the new server.

AND:
If you have any tech issues, please send us the following info:

- detailed description of your problem
- your http access with your password
- your FTP access with full rights and password
- your customer ID

We hope you will easily run Affiliate PRO Script. If you have questions and recommendations, we will be glad to get it on support@affiliateproscript.com

Thank you

©2004-2010 Soft Service Ltd. All rights Reserved